

# CURRICULUM VITAE

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QUALIFICATIONS: B.A. (Hons) in Business Studies  
Diploma in Proofreading (in progress)

## CAREER HISTORY:

### Freelance overview

Nearly 30 years' experience as a marketing communications resource, specializing in business writing. Writing projects include (*follow links for samples*):

<a href="#">Blogs</a>	News releases (editing)
<a href="#">Case studies</a>	Point of views (see below)
<a href="#">Infographics</a>	Research papers (see below)
Internal/external communications	<a href="#">Slideshare</a>
<a href="#">Media bylines</a>	Social tiles and posts/paid search
Newsletters	<a href="#">Website content</a>

I have worked consistently with Accenture for the past 20 years and have edited or written many of the company's flagship reports (*links to samples*):

- [World Economic Forum](#) PoV for Davos (five years)
- [European Business Summit](#) (two years)
- [G20 Summit report](#) (two years)
- Accenture [global annual analysis of the post and parcel industry](#) (nine years)
- Global Accenture **Corporate Citizenship Review** (2005-2007)

I have worked in the following areas:

INDUSTRIES	EXAMPLE OF CONTENT/TOPICS COVERED
Chemicals	Analytics
Communications & High Tech	Artificial intelligence
Defence	Corporate citizenship
Government	Customer relationship management
Financial Services/Capital Markets	Cybersecurity
HR Services	Digital technologies (esp. cloud computing/IoT)
Pharmaceuticals (7 years)	Next-generation policing/public service
Health and Public Service (13 years)	Outsourcing
Retail	SAP
Resources (4 years)	Smart energy
Research (5 years)	Systems integration
Software (30 years)	Talent management
Strategy (6 years)	Future workforce
Supply Chain (10 years)	
Technology (30 years)	

#### Previous roles

Prior to my freelance activities, I was Marketing Manager at Sterling Software (now **Computer Associates**) and **AT&T** ISTEEL offering full marketing communications services—events (from large shows to roadshows and internal meetings); marketing collateral (from quarterly newsletters to direct mail, advertising copy etc.) and external presentations on behalf of the company. I have also worked in a freelance capacity for Atos, AT&T Unisource, AT&T EasyLink, BCN Limited, Cap Gemini Ernst & Young, Commercequest Inc., FOCUS Central London, Harbinger Inc., ISIS Limited, JLL, Merriweather Limited, SafeStone Limited, Spring Group plc, StoreTech Limited, Triad Group plc, and XO Communications.

#### References

My [website](#) contains endorsements and I have further recommendations on [LinkedIn](#).