

NICK GREEN Freelance Copywriting CV

e: verbservices@gmail.com

More info, references, and book at <https://www.nextgencopywriting.co.uk>

Spanning 23 years, my freelance copywriting career has encompassed in-house and remote work on niche, national and global accounts. My B2B and B2C copywriting skill set covers SEO, re/branding, banners, script writing, proofing, concepts, straps, brochure, creative, social, email, advertising, DM, editorial, pitching, and technical (including medical and scientific).

In House 2000 to present

- Avvio Design Associates Ltd. Accounts worked on: Sky TV, Vodafone, Adobe, Motorola, Centrica, British Gas, Adecco, Wolseley, and Teletext – DM, editorial, email & web copy
- World Image. Accounts worked on: Sun Microsystems-Oracle-Intel (web and email campaign) Oracle-Fujitsu (web and email campaign) and Intragen (web email campaign)
- David Charles & Co Ltd. Accounts: Parador Property, Skyguard - brochure and web copy
- agency one. Account: MioMoov Sat-Nav - multi function copy
- Webfusion Ltd/123-reg. - web copy, editorial, email, advertising)
- The Marketing Practice. Accounts: HP, Microsoft, Salesforce, Sage Pay, SAS, Atos, Aruba, Capgemini - DM, EDMs, editorial, web copy, campaign, brochures, blogs
- Milestone Creative Ltd. Account: Lex Autolease - email campaign
- Purple Agency (Adare International): Huawei-Nuffield Health, Novartis (pitch), Honeywell Labs, Lilly (pitch) – email, concepts, banners, DM
- Revere Agency Ltd: Epson, Lenovo, Qmatic, Insight, Kensington, Toshiba – general copy

General - 2000 to present:

- Bito – IT (AI and coding) editorial
- Blackrock – corporate script
- MobySoft – explainer video script
- Walmart & Amazon SEO product descriptions for Conagra Canada
- MarrDigital – SEO and editorials
- Ovvio - brand story, marketing emails, and one-liners
- onimpact - corporate script for Capitalise (finance/accountancy)
- Contented Brothers - scripts for Roche, The Open University, SAS and others
- Atomized Studios - Camelot event and video scripts
- Clean Cut Media - Aon United Nations Cop26 video script
- Mobile Journey – web copy
- National Geographic - Abu Dhabi Wildlife/Environment video script
- IBM – corporate video script
- BrandMade Srl (Milan) – various blogs
- Cisco - technical services video script
- Prism Create – web copy
- Zyxel – product promotion news articles
- Sophos – DM copy



- Sodexo – editorial copy
- Sandford Electrical – electrical management systems brochure
- Anglia Water - BLG event write-up and PP creation
- Cisco - employee awards landing page
- Microsoft/K3 CRM eBook and survey email and landing page
- Aiimi Information Management - emails, strategy, blogs, mission statement, rebranding
- GEAR4 - web copy, EDMs, product copy, straps, editorial
- HP - Managed Print Services battle card, chat mat, sales deck (PP)
- Microsoft/HP/ES - content pill, chat mat, sales deck (PP)
- Cisco – various EDM, web copy
- Worldpay – solution rebranding
- Qube Managed Services – web copy
- Adobe – DM, emails and landing page
- Cisco rebranding concepts
- Adobe – newsletter, email and landing page
- ZTE - concepts
- Microsoft/K3 Retail – DM and EDM
- Space4U – web copy
- Microsoft/K3 CRM – concepts for successful pitch
- BP Helios Awards – posters, banners, taglines, editorial
- Sol-Tec – cloud-based solutions web copy rewrite
- Studio 52 – email, SEO, blog, editorial, PP, TV ads (ongoing)
- LogRhythm – various corporate video scripts (ongoing)
- TNS – IT innovation brochure
- First Sight Media – event comms, strap and editorial
- Roche pharmaceuticals – event 3D video script
- HP – sales emails campaign
- Atos – sales emails campaign
- Castrol/Ford – PR, poster, press ad, digital banners
- Castrol/Audi - poster, press ad, digital banners
- Adventure + - promotional video script
- Roche Diagnostics – presentation video script
- Neela Bettridge Leadership Training – editorial, social, letters, emails, CVs, web
- IBM – email, landing page
- Samsung – editorial and creative concepts
- Quay West Poole – property brochure
- NetApp – email and landing page campaign
- Cedars Close Hendon – property brochure
- IBM – social and advertising
- Samsung - editorial
- Inland Homes – property brochure
- ConnectTVT – web copy rewrite
- Country Homes – successful property representative pitch
- IBM – email, landing page, social and editorial
- Johnson & Johnson – corporate script

- Acora IT Outsourcing - DM
- Hilton Hotels - proofreading and editing
- '10 Billion' – research for TV documentary
- IBM – email campaign
- Kaspersky - brochure re-writes
- Logicalis/NetApp - email campaign & landing pages
- Castelan – DM
- 123 reg – email campaign
- Westcoast – brochure re-write
- Fujitsu – B2B Lifebook brochure
- 2GC management consultancy – web copy
- Fujitsu – B2B Government Framework Agreement brochure
- Canon – SEO web copy (pitch)
- adidas – proof reading
- Fujitsu – B2B education brochure copy
- Beaver Travel – web copy
- Glaxo Clinical Trials Service Unit - training script
- Checkpoint 3D IT security – email campaign
- Hitachi – email and newsletter copy
- Logicalis – corporate script & Guardian banner ad copy
- HP – B2B brochure copy
- LETN – banner copy and concepts
- MiddletonGreen – fashion editorials
- GB Farrar – web copy
- SDL – Valve Gaming/SDL case study copy
- Richard Ward Opticians – DM copy
- HP – B2B digital brochures copy
- Countrywide Metropolitan – bulletin editorial
- Merck Serono – corporate script
- SDL – Colt/SDL case study copy
- Designer condoms – web copy
- The Property Explorer – DM copy
- Diligent Lighting – DM copy
- FX Logistics – DM copy
- Countrywide Metropolitan property group – communications analysis and DM copy
- Fusion Entertainments - web copy
- Cisco/RSA - email campaign and sales collateral
- Firefly Technology Ltd - web copy update
- S G Ray – commercial gas and water piping web copy
- Crest Nicholson – WestPoint W3 property brochure copy
- Crest Nicholson – Centenary Quay property brochure copy
- NCT – membership letters re-writes copy
- QA – e-learning brochure and microsite concepts
- Häagen-Dazs Shops – global website copy and URL naming
- Centenary Quay – web copy

- Crest Nicholson – Penarth Heights property brochure copy
- Membership Plus – brochure copy
- EMCo Air – brochure copy
- Colonial Finance web copy
- Orca Media – (successful) Merck Serono pitch concept and corporate script
- Send4Help – branding and web copy
- Chiltern Insurance – web copy
- Skyguard – brochure and exhibition stand copy and call-outs
- Hyperion Tiles – advertising copy
- Institute for Learning – brochure insert copy (proofing and editing)
- Virtual Reality Holdings – Customs Security Script for Home Office
- IMS Hybrid Mail – PDF brochure copy
- SEN (Space Enterprise Network) - branding copy
- Academia – brochure copy
- Mash Media re branding – web copy and e-brochure
- B-one personalised clothing – DM copy and straps
- Jobclickx recruitment – email campaign
- Prelet home utilities/décor – brochure descriptive copy
- Pristine Condition - web copy re-write
- QuoStar IT Management Solutions – email campaign and landing page
- Archway Scaffolding – SEO web copy re-write
- David Charles & Co Design Ltd – web copy
- Evans Group – brochure copy
- Gazelle Palletised Delivery – editorial, advertising and DM copy
- Digital Post Solutions – DM, concept and web copy (pitch)
- ProProcure (IT) – Pernod Ricard case study and award submission copy
- Skyguard – re-brand: concepts, straps, web & brochure
- Synergy Associates (IT) - web copy
- Nokia Phone Accessories –web copy
- Gazelle Couriers – postcard DM campaign
- Actus Event Technology – brochure copy
- Meadowrose Scientific –web copy
- Plantronics – B2B advertising copy
- Global Development Group – brochure copy
- The Lakes by yoo – property advertisement, advertorial and editorial
- ISS Waterers Eurostar pitch – pp copy
- Global Property – brand ID and corporate credibility brochure copy
- Activair - brochure copy
- Archway Scaffolding - editorial copy
- Green's Christmas Hampers - email campaign
- Mango Fitness (personal training) – web copy
- CTR (Technical recruitment) – web copy
- Satyam (IT) – brochure/handout copy and brand ID
- TMI – insert and mailer copy
- Fitlinxx ActiPed – brochure copy



- e-clear – brochure concepts and straplines
- Orca Media – web copy
- Kebbell Homes, York Avenue, Windsor brochure copy
- Waverley Learning – web, DM, brochure, email, copy
- ISS Waterers – brochure copy
- Flower Mortgage and Financial Advisors – mailer copy
- Sant Carles Marina – advertising copy
- The Lakes by yoo – property advertorial
- Heathcotes Outside – web copy
- Cerulean Blue – web copy
- Lindley Heathcotes – hospitality invitation mailers
- Active-Tech – brand strategy and marketing copy
- Lindley Catering Group – brand renaming and concepts
- Fitlinxx ActiPed – advertising copy
- Lindley Catering – Newbury Racecourse contract pitching copy
- Orca Media Ltd – editorial
- ISS Waterers Landscaping – Gallery Canvas brochure copy
- Ad-Vantage.TV – (brochure and) web copy
- ISS Waterers Landscaping – contract pitching copy
- Lindley Catering Exec List – hospitality brochure copy
- Front Porch – adtech exhibition handout copy
- IQPS – quarterly magazine copy
- The Pines Hotel – web copy
- Tuplin Export Logistics – web copy
- Shaftesburys Blinds and Shutters – advertising copy
- Churchgate Premier Homes – brochure copy
- National Police Improvement Agency – Airwave straps and concepts
- IQPS – VO script
- Front Porch – IT brochure copy
- Hannah Rokison Flowers - web copy
- ISS Waterers Landscaping - brochure copy
- Saturn Corporation (UK) Ltd – IT brochure copy
- Elian Construction – straps and brochure copy
- Shaftesburys Blinds and Shutters Grand Designs handout - editorial
- IQPS – editorial
- e-clear – straps and advertising copy
- National Police Improvement Agency – editorial
- Shutter Craft brochure – editorial
- Shutter Logic handout – editorial
- Kebbell Homes, Jupiter Court – property brochure copy
- Direct Land & New Homes – property brochure copy
- Shutter Logic presentation – editorial
- Expert Property – brochure copy
- Tekram Telemarketing – web copy
- Nokia Phone Accessories – web copy

- Caterer.com – web copy
- Selcourt Commercial Flooring – web copy
- ShutterCraft – messaging hierarchy analysis for display
- Thebestof.co.uk – SEO webverts
- Kebbell Homes Brochure – editorial
- The National Trust – ‘The Vyne’ anniversary invitation copy
- Jon Draper Associates Ltd – web copy
- Greenoaks Mercedes-Benz straps and brochure copy – editorial
- New Castle Area School District Superintendent of Schools – speechwriting
- Talk 2 Office Safety Security and Recycling brochure – editorial
- Docherty Property company names and concepts – editorial
- T-Mobile ‘Talk 2 Office Brochure - editorial
- Churchgate Premier Homes – web copy
- Direct Land & New Homes – web copy
- Panasonic UK – editorial/ghost-writing
- Benchmark Property – web copy
- Kebbel Homes Brochure – editorial
- REL Consultancy DM – editorial
- Integral Recruitment concepts and copy
- Chilli Pepper brand ‘bible’ for Action Apparel Ltd
- Panasonic UK – editorial/ghost-writing
- Groupe JS International – Citrine intro and pitch document
- Panasonic UK – editorial/ ghost-writing
- Maximuscle Ltd media pack – editorial/ ghost-writing
- Nigel Craig biography - web copy
- Panasonic UK – editorial/ ghost-writing
- Driving a Bargain – editorial/ ghost-writing
- Mike Taylor motivation speaking website copy – web copy
- Flight Centre pitch for Drum Communications – pitch copy
- House of Tap Limited – mailer
- Panasonic UK – editorial/ ghost-writing
- St Clair Consulting concepts and straplines for Firedog Design – pitch copy
- Chilli Pepper brand synopsis for Action Apparel Ltd – pitch copy
- ‘What Happened Then Was. . .’ – editorial/ghost-writing (pitch document for book)
- Panasonic UK – editorial/ ghost-writing
- The Pettifer Group of companies – brochures and insert copy
- Antara Interim Management – recruitment advertisement
- The Honourable Society of Gray’s Inn – client mailer
- Hotpoint/Microban – 3 x corporate scripts

Technical - 2000 to present:

- Nokia-Siemens Networks – web copy
- Firefly Technology Ltd – messaging architecture
- Firefly Technology Ltd – web copy
- Firefly Technology Ltd – PowerPoint copy



- Cirrus Software – e-brochure copy
- Legal Technology Panel Article – article (legal trade press)
- Lifecycle Software – industry mailer
- Serversys (Goldmine Front Office) – B2B mailer
- Serversys Newsletter – B2B mailer
- PSI (Internet Based Resource management) – B2B industry mailer
- D&M Consultancy (Tax, Business and Accounts Analysis) - B2B industry mailer
- Portal Connect - industry mailer
- Portal Connect Summary – industry mailer
- Plexus Interactive (The Chrysalis Group) – retail outlets mailer
- NIITransform (Legacy Code Transformation) – B2B industry mailer
- UULink DSL Office Edition – B2B industry mailer

Press Releases - 2000 to present:

- Bito – (various IT/AI publication)
- Castrol/Ford – various publications
- Valve Gaming/SDL – online and various IT and gaming publications
- QuoStar IT Management Solutions – various IT publications
- ProProcure ‘atmosphere’ – various publications
- ProProcure/Malibu Kahlua – various publications
- Chilli Pepper – various fashion trade publications
- Chilli Couture (Edge) - various fashion trade publications
- Chilli Red – various fashion trade publications
- shop@Panasonic – various trade publications
- Levy Associates – various recruitment trade and general press publications
- Fleetlease/Glass Trader Desk - various auto industry publications
- Glass Net Trader Desk – various auto industry publications
- Beechdean Dairies/Goodwood World of Speed – various industry publications
- Fiat/Alfa-Romeo/Glass - various auto industry publications
- Lex Auto/Ministry of Defence - various auto industry publications
- Newbury Mazda/Glass – various auto industry publications
- Glass at the NEC - various auto industry publications
- Glass Evaluator - various auto industry publications
- Lufthansa ‘Lowrider’ – various aero industry publications
- Lufthansa Destination Interphex– ‘Lufthansa Cargo’/various aero industry publications

Agencies worked with include

Firedog; Sticky Content; Underscore Agency; Drum Communications; Avvio Reply; Immaculate; Brainstorm Communications Ltd; dka creative; Creative Direction; Protean; Mash Media; World Image; The Bertie Agency; Ferrier Pearce; Outbound; TAG; Jerram Marketing; insitu; kba marketing; Ooba Advertising Ltd; The Creative Agency; Article10; The Marketing Practice; First Sight Media; Studio 52 (Dubai); Levitate media (USA); Oculus; Prism Communications Ltd; Milestone Creative; Adare International; Revere Ltd; Onimpact; Wild Media (Dubai); Dragonfly Video Production Services; Contented Brothers; Atomized Studios; Clean Cut Media; Buzzrobot

