

Martyn Wilson

Copywriter

About me

I'm a highly experienced copywriter and communications professional, and I've managed both corporate marcomms departments and agencies. I've written every kind of communications in dozens of different sectors, so I don't need much of a learning curve to get up-to-speed. I'm quick on the uptake, efficient, and I deliver on-time, on brief and on-budget.

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Experience

2002-date: Martyn Wilson Copy

Freelance writer/marketing communications consultant

Writing websites, web guides, blogs, online and tutor-led learning courses, advertising, sales literature, direct marketing, press information, videos, white papers, and other marketing communications materials.

1979-2002: CSA Partnership Limited, London

Full-service marketing communications agency

Owner, writing and supervising production of advertising, sales and technical literature, direct marketing material, press releases, feature articles, company newsletters and magazines, exhibition graphics, corporate identity guidelines, internal communications material, websites, blogs, white papers, speeches, presentations and other print-related material. Organised new product launches, press shows, conferences, exhibitions, and similar events.

1973-1979: Coles Cranes Limited, Uxbridge

World-leading manufacturer of construction equipment

Marketing communications manager of in-house agency responsible for global marketing communications; writing and supervising production of advertising, direct mail, sales literature, press releases, newsletters, exhibition graphics, recruitment advertising, strategy documents and presentations.

1967-1973: The Monotype Corporation, London and Redhill

Leading manufacturer of typesetting machinery

Assistant publicity manager, writing and planning advertising, direct mail, sales literature, press releases, customer magazines.

Education

Nine GCE O Levels (English Language, English Literature, Maths, French, German, History, Geography, General studies, General science)

Four GCE A Levels (English, History, Geography, Humanities)

Two GCE S Levels (History, Geography)

HNC Business Studies (specialising in advertising and marketing)