

Carole Seawert copywriter

Carole Seawert has an honours degree in Business Management from Leeds University. She began her career in a marketing role for Texas Instruments and then moved into PR, working both on the client and agency side. Before she became a freelance marketing writer, Carole was head of public relations at the Financial Times. Writing projects she undertakes include everything from websites and brochures, to e-newsletters and direct mail.

Here are some of the companies she has written for:

Sector	Client	Project
Financial	Allianz Cornhill Bankers Benevolent Fund BNP Paribas Securities Services Britannia Building Society Citibank International Personal Bank Egg Online Lloyds TSB NatWest Norwich Union Royal Bank of Scotland	direct mail packs, web pages brochures, website, annual reviews online staff newsletters, intranet updates consumer website online campaigns, mailshots 4-page advertorial in the Daily Telegraph staff booklet, market research 'stimulus' boards brochures, leaflets, internal communications consumer, B2B and IFA brochures internal marketing campaigns, product leaflets
Food and Drink	Anton Mosimann Barr's Soft Drinks Pepsi RSPCA's Freedom Food Sainsbury Tropicana	club member newsletter annual report market research 'stimulus' boards consumer leaflets, Farm Gate Direct website press articles consumer information booklet
Technology	Hitachi Europe IBM Lotus Software NEC Europe Schlumberger Sema Yahoo!	staff newsletters, web pages customer newsletters B2B brochures web pages web pages, articles, data sheets, brochure media information guide
Professional Services	Ashurst Cap Gemini Ernst & Young CMS Cameron McKenna Cundall Consulting Engineers Hay Management Consultants	graduate recruitment brochure brochures, mailshots graduate recruitment brochure & website, annual review website, direct mail, exhibition stands corporate and product brochures
Property & Construction	Berkeley Homes Bryant Homes Construction Industry Training Board Healey & Baker London & Regional Properties	consumer brochure B2B and consumer brochures annual review, magazine insert B2B brochure corporate brochure
Public Sector	Business Link Equal Opportunities Commission Legal Services Commission London Development Agency Metropolitan Police Transport for London Westminster City Council	corporate brochures, marketing case studies corporate design guidelines annual report brochure staff booklet, brochure, strategy document customer information leaflets marketing document
Telecoms	Alphatelecom BT Nortel Networks Orange Sony Ericsson	tender document B2B customer newsletters marketing case studies product and service copy guides for Orange's intranet monthly staff magazine, internal comms campaigns
Miscellaneous	British Gas Care UK Dun & Bradstreet ExCeL London Financial Times Magazines Gatwick Express London Business School Macmillan Cancer Relief	corporate brochure, advertorial corporate brochures recruitment web pages corporate brochure and website direct mail staff newsletters alumni magazine information leaflets

If you want words that work, call her on 020 7386 7400