

Tom Albrighton CV

Date of birth	13 July 1971
Address	ABC Business Communications Ltd 100 George Borrow Road, Norwich NR4 7HU
Phone	Office 01603 454111 Mobile 07751 131697
Email	tom@abccopywriting.com
Skype	tomalbrighton
Linkedin	http://www.linkedin.com/in/abccopywriting

Profile

I am a creative, practical copywriter with over 15 years' experience of working with words.

I began my career in publishing before moving on to a small design studio. I went freelance in 2005 and formed ABC Copywriting two years later.

I work with clients from sole traders and startups right through to blue-chips and multinationals.

My client list includes Access Prepaid, Universal Music Group, Prudential, Jeyes UK, UBM International, Dorling Kindersley, HSBC, London Business School, Lundbeck UK, Emhart Glass, University of East Anglia and many others.

I also work with many creative, digital and PR agencies and offer professional editorial support to academics.

In addition to UK customers, I also serve clients in the US, France, Germany, Italy, the Netherlands, Belgium, Switzerland, Cyprus, Russia, Israel, El Salvador and Singapore.

I've worked on media including slogans, websites, product brochures, online movies, articles, sales letters and emails, press releases, presentations, case studies, company profiles, books and academic papers.

My skills include writing, planning and structuring, editing and rewriting, improving or altering tone of voice, developing creative concepts, interviewing and working with non-native English speakers.

I can integrate my work with digital disciplines such as SEO, web/mobile development, ecommerce, blogging and social media, as well as more traditional areas such as graphic design, print and publishing.

I am the co-founder (with Ben Locker) of the Professional Copywriters' Network (www.procopywriters.co.uk), the UK's only professional body for copywriters, which has several hundred members. I have also authored an e-book, 'Copywriting Masterclass', contributed to the Guardian and guest blog for Econsultancy, the leading digital marketing website.

Experience

ABC Copywriting	Writing and editing marketing materials, advertisements, websites and academic articles
Founder and director	
2/05–	For more details (including client testimonials) please visit www.abccopywriting.com

Format Publishing Managing Editor 6/02–2/05	Created and produced the Decision Makers series. 'This looks like a winner, with good looks and a strong range of titles.' (Bookseller , 14 January 2005) Commissioned academics from London Business School as editors Created partnerships with third parties for marketing, sales, distribution and export Developed and managed online bookshop
Format Information Design Editor 2/01–5/02	Wrote five 100pp books on procuring and managing IT services, working in partnership with the Office of Government Commerce Secured a major design and print contract with the Scottish Parliament Managed projects on behalf of clients including KPMG, East of England Development Agency, Office of Government Commerce and the National Archives
Jarrold Publishing Senior Editor 4/98–2/01	Editorial In-house co-ordinator of freelancers, printers and bureaux Liaison with contract-publishing clients (UK tourist attractions)
Jarrold Publishing Editor 3/97–4/98	Editorial on illustrated non-fiction titles (Pathfinder walking guides) Supervising and training Assistant Editor Managing multi-language editions
Jarrold Publishing Assistant Editor 11/95–3/97	Grounding in editorial Built understanding of publishing workflows Experience of co-publishing (with Ordnance Survey)
Norfolk County Council and others Temporary positions 9/89–11/95	Administrative tasks Operating telephone helpline Edited and designed a published report on children's day care

Education

Vocational	Copy Editing Skills course at the Publishing Training Centre Managing Editorial Freelances course at the Publishing Training Centre Managing Projects course at the Publishing Training Centre	
Degree	BA (Hons) English Literature 2:1 (University of East Anglia, Norwich)	
GCE 'A' level	English Literature A Mathematics A	General Studies A French B
GCE 'O' level	English Language A Chemistry A Mathematics A General Studies A Geography B	English Literature B French B Art and Design B Physics C