

JULIE LOCKWOOD

Writeon**target**

EXPERIENCE

2003 to date

Freelance Copywriter

- Specialist financial services copywriter
 - I've worked on projects for:
 - RBS/NatWest
 - Legal & General
 - Tenet Group
 - B&CE
 - Invesco Perpetual
 - Providing original copy and editing existing copy for brochures, websites, emails and DM mailings for a range of products including:
 - Pensions: stakeholder, SIPP and corporate
 - Term assurance, critical illness and whole of life cover
 - Investment bonds and capital protected products
 - General insurance and private medical insurance
 - Aimed at both the consumer and adviser market
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CONTACT DETAILS

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RECENT PROJECTS

September 2011 *Revised product guide*

A generic customer-facing guide to with-profits funds was required for a high-street insurance company. The client wanted a guide which explained the benefits of the product in light of the current investment climate as well as how the product worked in a way which was easy to understand.

May 2011

New Product Brochures

Two print brochures were required for a managed investment product launch by a large independent IFA group. One was aimed at IFAs and explained how the proposition addressed many of the issues they face with offering independent advice and the other was aimed at IFA clients and explained the features and benefits of this complicated investment product in straightforward terms.

April 2011 ***Web copy refresh***
Existing copy for the FAQ section of a fund management website was edited to make it web-friendly whilst keeping to strict branding guidelines.

Feb 2011 ***Integrated digital campaign***
Copy was required for a series of DM sales aids, email promotions and a microsite to promote landlords' insurance provided by a well-known insurance company to IFAs and tied agents.

BACKGROUND

2003-date Freelance copywriter – FS specialist
Writeontarget

2002-2003 Campaigns Manager – corporate business
Zurich International Solutions

2000-2002 Marketing Services Manager – corporate business
Zurich International Solutions

1998-2000 Corporate Marketing Consultant
Eagle Star International Life

1995-1998 Investment Marketing Consultant
Eagle Star International Life

1992-1995 Marketing Services Assistant
Eagle Star International Life

1989-1992 Retail Marketing Assistant
Clerical Medical Unit Trust Managers
