

## Advertising Copywriter and Designer

### Description:

Copy With Cream, a freelance advertising copywriter, specialise in a number of areas in advertising such as direct marketing, press/magazine ads, newsletters, websites and any other type of creative writing. Services include developing concepts, copywriting, editing/proofing, strategic thinking, photography and design.

My expertise lies in the following areasâ€¦

- \* Cutting-edge concepts that break through the clutter

- \* Copywriting / rewriting / editing of client copy

- \* Breaking up reams of text into bite-size chunks, with a special emphasis on â€˜de-jargonisingâ€™™

- \* When interviewing clients, asking the right questions to get to the facts that will make an interesting story.

### The work I do:

- \* Direct marketing/letters

- \* Press ads, magazine ads

- \* Editorials/press releases

- \* Newsletters and brochures

- \* Websites

- \* Outdoor Advertising

- \* Scripts for CD-ROMS, Corporate videos, radio.

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