

Eloise Ghirlando

I am an award-winning writer and editor, specialising in creating powerful content for business publications. I have worked on a wide range of internal and external titles, as well as marketing and PR campaigns, and am adept at creating an excellent end product – whatever the brief.

Career history

Writer and editor, freelance (Jun 2012 – present)

Current clients include professional services firms Freshfields Bruckhaus Deringer, Deloitte, Pearn Kandola and Mills & Reeve; insurance firms Kingsbridge, JLT Specialty Limited and TT Club; and agencies Luther Pendragon, Curious and Fire & Ice Creative.

Writer and editor, Lucid Communication/Luther Pendragon (Aug 2006 – May 2012)

Communications, marketing and PR services for a range of clients including BDO Stoy Hayward, AIG, Clyde & Co, Deloitte, Ernst & Young, Lloyd's of London and Miller Insurance. Work involved writing and editing articles, white papers, business reports and websites, as well as proactive PR.

Editor and publisher, Wardour (Aug 2003 – Aug 2006)

Editing and publishing a range of company magazines, including titles for Abbey, Aon, Bradford & Bingley, Currys, Dixons, KPMG, Lloyd's of London, MFI and The RSA. Work included writing, proofreading, sub-editing (using Quark Xpress/InDesign), commissioning, overseeing design and managing budgets. I was also deputy head of the internal communications practice.

Communications executive, Willis (Jan 2003 – Aug 2003)

Work on internal/external communications for this insurance broking firm. I wrote for the annual report, drafted speeches for the CEO, produced marketing materials and worked on PR.

Reporter, Insurance Times (Mar 2002 – Jan 2003)

News and feature writing for this weekly business title, which was shortlisted for PPA business magazine of the year in 2002.

Marketing and communications assistant, Hiscox (Jun 2000 – Dec 2001)

All-round support for the marketing and communications team., including copywriting and editing.

Education

PMA Training (Jan 2002 – Mar 2002)

Postgraduate Course in Magazine Journalism diploma
An intensive course in research, news and feature writing, media law, sub-editing and layout.

University of Sussex (Sep 1998 – Jun 2001)

2:1 BA (Hons) English Literature
I was features and travel editor for the university's *Pulse Magazine*, which was runner-up for Magazine of the Year at *The Independent's* 2001 Student Journalism awards.

Alleyn's School (Sep 1990 – Jul 1997)

3 A levels (English Literature A, French B, History B)

Awards

- Best Corporate Brochure (award of excellence), CiB Awards 2007 (for a KPMG auditing guide)
- Best Staff Magazine, APA Awards 2004 (for Abbey's *read* magazine)
- Relaunch of the Year, CiB Awards 2004 (for Abbey's *read* magazine)