

ELOISE GHIRLANDO

Freelance Copywriter and Editor

PERSONAL PROFILE

I'm an award-winning Copywriter and Editor, specialising in creating powerful content for business publications. I have worked on a wide range of internal and external titles and am adept at creating an excellent end product – whatever the brief.

CONTACT DETAILS

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SKILLS AND ABILITIES

- Copywriting
- Editing
- Editorial Consulting
- Proofreading
- External Communications
- Internal Communications

EDUCATION

PMA Training (2002-2002)

Postgraduate Course in Magazine Journalism, diploma

An intensive course in research, news and feature writing, interviewing, media law, sub-editing and layout.

University of Sussex (1998-2001)

BA (Hons) English Literature, 2:1

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.

EMPLOYMENT HISTORY

Freelance Copywriter and Editor (2012-present)

I have carried out copywriting and editing work for clients including Deloitte, Freshfields Bruckhaus Deringer, JLT Specialty, Miller, Kingsbridge, Leigh Day and Mills & Reeve.

Senior Consultant, Lucid Communication (2006-2012)

Communications, marketing and PR services for clients including BDO Stoy Hayward, Clyde & Co, Deloitte and Lloyd's of London. Work involved writing and editing articles, white papers and websites, as well as proactive PR.

Editor and Publisher, Wardour (2003-2006)

Editing and publishing a range of corporate magazines, including titles for Abbey, Aon, Bradford & Bingley, Currys, Dixons, KPMG, Lloyd's of London and MFI. I was also Deputy Head of the Internal Communications practice.

Communications Executive, Willis (2003-2003)

Work on internal and 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 (2002-2003)

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

Marketing Assistant, Hiscox (2000-2001)

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