

Jeremy Renals



Technical copywriter: Write on the Money

I write for business:

technical writing • customer/internal communications • sales copy • reports • ITT responses

I analyse, organise and clarify, as well as presenting what's important to the reader.

So if you want to say it like you mean it, please call.

Copywriter : Freelance

January 2008 - Present

Since returning from a career break in the USA, I have been writing and designing freelance. My largest contract has been with EuroFuelTech Ltd, producing technical manuals for making biodiesel. I have also written the copy for Business Link West Midlands' Business Fears campaign (billboards, radio, mailers and press), for Carestream Health (an advertorial) and for my old employer Amey (see below). In 2003 I worked freelance for RDI (Resource Dynamics International), revitalising their communications strategy to win new business.

Copywriter : FFwd Precision Marketing

October 1997 - March 2000

Toshiba Air Conditioning, Accor Hotels and the Prudential pensions review are just three of the clients I wrote for during two and a half years at FFwd, under creative director Mike Smith. I was hired for my skill with scientific writing, and was closely involved with the Reputations campaign for Toshiba, which MD Ted Berry described as the industry's best ever.

Bid writer : Amey Infrastructure Services Ltd

September 2006 - October 2007

I worked with engineers and managers to produce bids for multi-million pound maintenance contracts. I copy edited their submissions in Oxford and at offices nationwide. I have since been invited back to work freelance.

Author : Understanding AS accounting for AQA

2005 - 06

Following a gap in the market, I wrote a course book on accounting, which Manchester University Press published in 2006. Since my work is studied intensively throughout the AS course, this project tested my analytical skills as well as my communication skills.

Lecturer / tutor : Oxford Business College / private

January 2001 - September 2006

I guided students through college courses in mathematics, accounting, economics, management and communications. I also taught physical sciences privately.

Broadcaster : BBC Radio Oxford, 107.9fm Oxygen/Fusion

May 1996 - October 2004

On BBC Radio Oxford I wrote and presented help desk bulletins and contributed as The Popular Scientist. Before this I was the editor and presenter of science broadcasting on 107.9fm in Oxford from 1998 - 2002; with various contributors, I succeeded in making engaging radio from traditionally dry subjects.

- Other occupations have included database developer, and communications officer for Oxford Brookes Students' Union. I got 'A' grades for every report of my degree course in mathematics and physical sciences.

- DoB - 18th February 1963
- Nationality - British
- Former member of Mensa
- 2:1 BSc (Hons), Maths, Physics and Chemistry, Oxford Brookes University, 1996.

- I chair the Oxford Yes Group, and help to run a dance camp for over 100 people. This involves managing meetings, calling ceilidhs, compering cabarets and dealing with practical issues such as health & safety.

- Proficient in Word, Excel, Quark Express and others
- Mac or PC platforms
- I sometimes conduct baby-naming ceremonies
- I enjoy music, movies and football in my spare time
- In 2006 I appeared on The Weakest Link and a TV documentary about a choir.