

Jeremy Renals

I write and edit for business, including sales copy, technical writing, scripts and bids. I analyse, organise and clarify, as well as presenting what's important to the reader. I have worked with some of the biggest names in IT and engineering, helping them to make multi-million pound sales to international clients.

Copywriter : Oxford Word Salon January 2008 - Present

Writing and editing, my largest contracts have been with EuroFuelTech Ltd, producing technical manuals for making biodiesel, and with Atos Origin, who provide IT consulting services for worldwide organisations including the Olympic Games. Have also written copy for the Business Link West Midlands' Business Fears campaign (billboards, radio, mailers and press), and for Carestream Health (an advertorial). Other work includes web copy for energy technology giants QinetiQ.

Bid Writer : Amey Infrastructure Services Ltd September 2006 - October 2007

Worked with engineers and managers to produce bids for multi-million pound maintenance contracts. Most work was on Strategic Highways, but included work for local authorities and Facilities Management. Copy edited their submissions in Oxford and at offices nationwide. 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. The work is studied intensively throughout the AS course, testing my analytical skills as well as my communication skills.

Lecturer : Oxford Business College January 2001 - September 2006

Have guided students through college courses in mathematics, accounting, economics, management and communications, helping them to qualify for university places. Have also taught physical sciences privately.

Broadcaster : BBC Radio Oxford, 107.9fm Oxygen/Fusion May 1996 - Oct 2004

On BBC Radio Oxford I wrote and presented 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; succeeded with various contributors in making engaging radio from traditionally dry subjects.

Copywriter : FFwd Precision Marketing October 1997 - March 2000

Toshiba Air Conditioning, Accor Hotels and the Prudential pensions review are just three of the clients written for during two and a half years at FFwd, under creative director Mike Smith. 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.

- **Other occupations** have included database developer, and communications officer for Oxford Brookes Students' Union.

Personal Information

- Full, clean driving licence
- British citizen - eligible to work in the EU
- Lapsed member of Mensa

Education and Skills

- 2:1 BSc (Hons), Mathematics, Physics and Chemistry, Oxford Brookes University, 1992-1996.
 - I achieved 'A' grades for every report of my degree course
- Proficient in Word, Excel, InDesign, Photoshop, Dreamweaver and Quark Express
 - Mac or PC platforms
- Have continued with personal and professional development, e.g. achieving Competent Communicator status with Toastmasters International.

Interests and Additional Activities

- I enjoy music, movies and football in my spare time
- I sometimes conduct baby-naming ceremonies
- In 2006 I appeared on The Weakest Link
- I also appeared in a four-part TV documentary about the Blackbird Leys Choir, and have been its chair since 2009.
- I am past chair of the Oxford Yes Group (2008-2010), and am a director of a dance camp for nearly 200 people. This involves liaising, managing meetings, and dealing with practical issues such as health & safety.