

Carole Seawert Marketing copywriter & SEO webwriter

Carole Seawert has an honours degree in Business Management from Leeds University. She began her career in a marketing role for Texas Instruments and then moved into PR, working both on the client and agency side. Before she became a freelance marketing writer, Carole was head of public relations at the Financial Times. Writing projects she undertakes include everything from websites and brochures, to e-newsletters and direct mail.

Here are some of the companies she has written for:

Sector	Client	Project
Financial	Allianz Cornhill Bankers Benevolent Fund BNP Paribas Securities Services Britannia Building Society Citi International Personal Bank Egg Online Lloyds TSB NatWest Norwich Union Royal Bank of Scotland TOKYO AIM	direct mail packs, web pages brochures, website, annual reviews online staff newsletters, intranet updates consumer website online campaigns, mailshots, video script, e-newsletters 4-page advertorial in the Daily Telegraph staff booklet, market research 'stimulus' boards brochures, leaflets, internal communications consumer, B2B and IFA brochures internal marketing campaigns, product leaflets website
Food and Drink	Anton Mosimann Barr's Soft Drinks Pepsi RSPCA's Freedom Food Tropicana	club member newsletter annual report market research 'stimulus' boards consumer leaflets, Farm Gate Direct website consumer information booklet
Technology	Hitachi Europe IBM Lotus Software NEC Europe Schlumberger Sema	staff newsletters, web pages customer newsletters B2B brochures web pages web pages, articles, data sheets, brochure
Professional Services	Ashurst Cappgemini CMS Cameron McKenna Cundall Consulting Engineers Hay Management Consultants Taylor Wessing	graduate recruitment brochure brochures, mailshots, annual reviews graduate recruitment brochure & website, annual review website, direct mail, exhibition stands corporate and product brochures corporate brochure, practice area flyers
Property	Berkeley Homes Bryant Homes Healey & Baker Knight Frank London & Regional Properties	consumer brochure B2B and consumer brochures B2B brochure Internal comms corporate brochure
Public Sector	Business Link Equal Opportunities Commission Legal Services Commission London Development Agency Metropolitan Police National Fraud Intelligence Bureau Transport for London Westminster City Council	corporate brochures, marketing case studies corporate design guidelines annual report brochure staff booklet, brochure, strategy document web pages customer information leaflets marketing document
Telecoms	BT Lebara Mobile Nortel Networks Orange Sony Ericsson	B2B customer newsletters careers portal, employer branding marketing case studies product and service copy guides for Orange's intranet monthly staff magazine, internal comms campaigns
Miscellaneous	British Gas Dun & Bradstreet ExCeL London Financial Times Group Gatwick Express London Business School Macmillan Cancer Relief	corporate brochure, advertorial recruitment web pages corporate brochure and website websites for MergerMarket Group staff newsletters alumni magazine information leaflets

If you want words that work, call her on 07770 740620