

CLAIRE HARRISON

Freelance Marketing Communications

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EXPERIENCE

I initially trained as a copywriter in the creative department of a national advertising agency and have since worked as a creative, freelance marketing manager and brand ambassador both in-house and for agencies. I have a great deal of experience in creative strategic planning and managing and working with creative and production teams.

I enjoy and thrive upon challenge, am extremely motivated and have excellent communication skills.

PERSONALITY SNAPSHOT

High level of drive, enthusiasm and motivation

Confident and pro-active

Commercially astute

Focused, creative and innovative

Excellent communication, multimedia, oral, writing skills

Proven project management skills

Creative and insightful strategist

Ability to work from own initiative

Find out more:

www.visionmpr.com

www.linkedin.com/in/claireh1

Copywriter and Marketing Communications Freelance

Dates: Sept 2013 to Aug 2016

Mar 2018 to Aug 2018

BPE Solicitors, Cheltenham

I worked on a freelance basis for this top 200 law firm in Cheltenham as a Marketing Manager/Copywriter, helping to raise their profile across various industry sectors in a thought provoking and creative manner. I was instrumental in the development, creative strategy and implementation of their major re-brand. Responsible for all copywriting, brand management, development and implementation of creative campaigns, creating PR opportunities and generally opening up doors for this entrepreneurial law firm across a range of industry sectors. Visit my blog at www.visionmpr.com for more details.

"I would personally like to recommend Claire Harrison. Claire played an invaluable role around our 2014 Re-Branding and, before that, stepped in to be our acting Business Development Manager while we were waiting to fill a vacancy.

Claire is extremely hard working, a great colleague to have around and she is exceptionally creative. Among her many contributions were our Brand launch event in the Summer of 2014 – a stellar success. She also masterminded our Stroud launch in October.

Working with our external consultants, she made a huge contribution to our new website – both in terms of design and in terms of copy and continues to be used by us for ad-hoc projects."

John Workman, Senior Partner

For and on behalf of BPE Solicitors LLP

“And wow.

Just wow.

So this is what we’ve been missing in terms of BD support over the past [insert number here] years!

I know I’ve mentioned it before, but the quality of work coming from Claire is like nothing I’ve seen within these walls before.”

Iain Garfield, Partner, BPE Solicitors

Endsleigh Insurance, Cheltenham

Dates: June 2017 to Aug 2017
 Dec 2017 to Mar 2018
 Oct 2018 to Jan 2019

Ongoing freelance work with Endsleigh as a digital copywriter, updating and creating website templates and writing SEO driven, engaging content and blog posts. My work also involved writing blog posts and web content to engage students with the benefits of gadget, home, travel and car insurance.

“Claire worked with us during two separate projects to refresh our website content. She was very easy to work with and quickly got to grips with our requirements and brand style. She is excellent at researching new content and using her own initiative to move things through to completion. We would be very happy to work with Claire again in future and do not hesitate in recommending her work to others.”

Sarah Jones, Website Design & Optimisation Manager

Treehouse Ltd, Eastcombe, Glos

Dates: August 2016 – Sept 2018

Supporting innovation and management training company, Treehouse with their marketing communications and copywriting requirements. Treehouse clients include Ministry of Defence, Counter Terrorism Centre and Defence, Science & Technology Laboratory. My role includes maintaining and updating their website, writing blog posts for social media, writing and co-ordinating design and production of company and product brochures, email marketing, campaign strategy and creative for new business development. I had to obtain a basic DBS certificate in November 2016 for this position

Gill Fox James, Cheltenham

Dates: Ongoing since 2009

I work with GFJ as a freelance copywriter and creative for the past ten years. This innovative branding/marketing agency asked me to work on BPE Solicitor's new brand creative (BPE was their client) and it was through them that my relationship with BPE began. I work with Gill Fox James on other projects which generally involve creative strategy and copywriting.

"I have had the pleasure of employing Claire, being a supplier to Claire and contracting work to Claire. No matter which role of the above Claire has always been a talented creative marketer with a no nonsense sleeves rolled up can do attitude. Hard working, talented and a devilish sense of humour. We will be working with Claire for many more years! I have no hesitation at all in recommending Claire."

Adrian Gill, Partner, Gill Fox James

Vitruvius Management Services, Cheltenham

Dates: June 2016 to May 2018

I worked with Construction & Project Management Company, Vitruvius on a freelance basis, with their communications campaigns, writing and co-ordinating production of a new website, writing all marketing assets and their social media.

Gloucestershire Engineering Training, Gloucester

I worked with GET for more than 2 years helping them with the design, copywriting and print of their marketing literature and new website. GET provides apprenticeship, skills and further education training for manufacturing and engineering industries. They work with some of the biggest names in Gloucestershire, Messier Bugatti Dowty, Renishaw, Safran and Delphi. They provide exceptional training in a work based environment and have key members of industry on their board. We wanted to highlight the difference between GET and other training providers and so shot some incredible video testimonials with their clients showing just how valued their training is and what benefits Apprentices bring to these businesses. To see what I did please visit www.visionmpr.com

“Claire has been a fantastic additional resource to GET supporting us with a variety of activities from a marketing/PR perspective. Claire helped us re-structure and re-develop our website to make it more user friendly and customer focussed. She also planned, organised and supported the case study activities which have been used as part of the website updating but also as stand-alone case studies which we now issue in our information packs. Claire took responsibility for this project from start to finish which included, agreeing case study specific themes, contacting the employers/apprentices and

arranging times and dates to visit, co-ordinated and appointed the relevant film crew and designers. Claire also undertook the design element of our promotional materials (leaflets, course information sheets and hard copy case studies) and again managed this project from start to finish. All we had to do was agree the content and layout and wait for it all to arrive from the printers.

For a business of our size, we didn't have staff with the relevant skills or expertise neither the time to take on this type of work and therefore having someone like Claire was a lifeline. She is professional, reliable and very knowledgeable and always represented our company in a positive and professional manner. She has been a real asset to our business and I would highly recommend her.”

Linsey Temple, Chief Executive at Gloucestershire Engineering Training

Volunteer Work for Wiggly Worm Charity

I worked with Rob Rees MBE and his Wiggly Worm charity on a voluntary basis helping with fundraising and PR. I introduced BPE Solicitors to Wiggly Worm and was instrumental in their decision to adopt Wiggly as one of their main charities. Since then, I have helped Wiggly Worm raise funds through joint events, one of which introduced Wiggly Worm to a number of high profile clients which resulted in firms pledging to support the Charity both practically and financially. Many of BPE's staff have become volunteers and I continue to support Rob as much as possible in my free time. To see images of the Wiggly/BPE event and the Top Gun Outdoor Cinema event please visit my blog at www.visionmpr.com

“Claire has been amazing for The Wiggly Worm. She has made a huge difference to our work raising our presence amongst local media and importantly local companies with ethics and belief in making a difference.

In a very short time Claire was able to understand what we do and how we do it but also noticed and advised on what we could do better to showcase, celebrate and facilitate support for our various projects. She quickly developed our key messages into a format fit to grace an amazing event involving our pop up truck with a fantastic backdrop that allowed us to reach 100 local companies. The professional imagery, video and templates produced are just first class allowing us as a charity to really compete in a business minded world.

Having Claire support us has brought in real expertise. We would whole heartedly recommend the investment as it allows others in your team to focus on what they do best in terms of the day job whilst you can feel safe in the knowledge Claire is handling your PR brilliantly. Thank you Claire.”

Rob Rees MBE DL, Chief Executive, The Wiggly Worm

Mac Motorcycles, Worcestershire

I was retained to be the ‘face’ of Mac, a new brand of ‘vintage’ motorbike, designed and made in Britain. My role included updating the Mac blog, creating and developing social media, dealing with any press enquiries, creating marketing materials.

Live Well at Home, Domiciliary Care Provider, Cheltenham Marketing/Business Development Manager/Copywriter

I worked for Live Well at Home for 3 years. I was initially retained to co-ordinate and implement their re-brand from

Independent Home Life Services Ltd to Live Well at Home. I was given complete control over the re-branding process working with creatives to ensure the graphic solution worked on all levels. I wrote all printed material and copy for the new website, managed the development and updates of the new website and search engine optimisation and co-ordinated the re-branding transition both internally and amongst external stakeholders.

After six months I was retained as their PR & Marketing Manager and became integral to their new business drive, opening up new channels of communication with trade and consumer press as well as creating excellent links with key personnel within the County Councils in Gloucestershire and Worcestershire as well as opening doors to strategic partners in both Counties. My role included the development and promotion of new services, increasing the number of service users and included the opening of the first One Stop Care Shop in Cheltenham.

I was asked to take on the role of New Business Development Manager and advise the Senior Management Team on new business strategies and help to embed and develop existing and new care services.

I was responsible for writing all copy for press, website, marketing literature as well as facebook, twitter and other social media and was the lead in developing all new campaigns to promote new services.

“Claire has worked closely with us in the promotion and marketing of our Domiciliary Care Company. Claire has been inspirational in advising and guiding us in the re-brand of our well established Company. She has helped to introduce and promote new services, a new branch, and shop, developed the

website and re-designed and introduced new marketing material. Claire has become a valued member of our team, being approachable, flexible, committed and conscientious and above all, professional.

I would not hesitate in recommending Claire and believe she would be a real asset to your Company.”

Jill Sanders, Owner, Live Well at Home

Cotswold Show, Cirencester Park

Marketing and PR Consultant for this annual event held in Cirencester which when I started attracted 30,000 visitors and by the time I left 4 years later, sold tickets to more than 45,000 people. Regional press relations, online marketing, press advertising and radio played a large role in promoting this Show to an audience of all ages and demographics.

My role included writing, planning and booking all media each year which includes press, radio and TV. Co-ordinating all design and development of printed material and press advertising, writing and oversee all content for the Cotswold Show's website including video footage, podcasts and data collection for future marketing purposes and create promotional opportunities in the press and radio. I had day to day liaison with the Show Directors and Lord Apsley who hosts the show at Cirencester Park. I wrote and developed the creative for the Show's annual TV commercial.

St Albans Academy, Birmingham

St Albans' Academy retained me for 5 years to design, write and print their prospectus and all marketing literature. They also asked me to help raise their profile in the local and educational

press as well as looking as sponsorships and partnerships with other local groups and associations.

A-Plan Assurance

I worked for 2 years for this firm of independent financial providers offering mortgage services, private health, life insurance and income protection. Instrumental in raising the company's profile through regional PR, advertising, web development, vertical sector marketing and online promotional activity.

EuroKing Miracle Ltd, Leaders in Maternity Information Systems

My role was to improve their online presence and raise their profile amongst Midwives, Consultants, other Healthcare professionals, NHS IT Directors and Chief Executives.

My role included developing and implementing a strategic PR plan; building relationships with journalists from some of the most well respected publications in the sector, both online and offline, such as E-Health Insider, Midwives Online, RCM Midwives Journal and The British Journal of Healthcare Management, as well as aligning EuroKing with national baby charity, Bliss.

EuroKing's profile within the industry rose considerably and the company became known as one of the UK's leading providers of maternity information technology. Prior to that I was instrumental in developing and writing all EuroKing's website and all marketing material.

V2i, Cheltenham

Instrumental in helping to build integrated marketing company, V2i's Marketing and PR department and helping the MD to develop an 'integrated' marketing approach, providing online and offline marketing and PR services as well as developing creative strategies to ensure optimum impact within competitive markets. I worked alongside the creatives providing copywriting and concepts for campaigns both above and below the line.

Phoenix Beard Management Agents, London

Responsible for producing and implementing annual consumer and B2B marketing strategies for Exchange Shopping Centre in Putney, Queensmere Shopping Centre in Slough, Hill Street Shopping Centre in Middlesbrough.

I devised, implemented and wrote targeted advertising campaigns, direct mail, poster and bus campaigns, literature production, radio scripts, tenant and town centre liaison including detailed research programmes to ascertain catchment areas and target audience profiles,

I also devised, initiated and wrote a refurbishment marketing campaign for the Liberty Shopping Centre in Romford, including a public consultation process and lobbying to achieve planning permission for refurbishment.

Black & White Communications, Cheltenham & London (Now Halogen)

Preparation and implementation of annual marketing strategies to promote shopping centres retained in the portfolios of companies such as MEPC, DTZ Debenham Thorpe Tie Leung, Prudential, Grosvenor Estates, Guardian Properties including local and trade PR, Direct Mail, Advertising, Sales Promotions, radio and Local TV

- Co-ordinator of events such as Wella Sales Division's annual conference
- Creator/co-ordinator of all creative work, copywriting and scriptwriting

Target Advertising, Cheltenham

Copywriter for national advertising agency, writing for clients such as C&G Building Society, Peugeot Talbot, GR Lanes, Lucas Ingredients, Co-Op Store.