

One page. My work as a copywriter for Tech sector businesses.

My name's Laurence Blume. I'm a professional marketing copywriter who has been writing marketing communications for well over 3 decades. I worked as a writer and Creative Director in major advertising agencies for 18 years before going into business as a freelance copywriter.

Throughout much of this time, I have written for companies across the Technology sector value chain.

This work has covered a wide range of marketing projects, with particular emphasis on the online and print requirements of business to business marketing. I work directly with Marketing Directors and senior executives in larger companies; and owners, CEOs and senior executives in SMEs.

I'd be pleased to discuss your project with you.



Laurence Blume

Experience with IT companies large and small.

- I've written for smaller technology businesses in sectors including platform and application development, telecoms, healthtech, fintech and energy sector technologies.
- I've worked with large technology companies in areas including solutions development, networking, telecoms, healthtech, fintech, logistics and engineering.
- In each case, I have been able to combine a sound recognition of their communication needs, with an ability to understand and put across the key benefits of their technologies or services.

What do I know about your business?

- Not as much as you do. But you can rest assured that I will understand your commercial context and objectives, and the core of the technologies involved, from the beginning.
- The accumulated knowledge and experience of many years of writing for Tech companies ensures I have a solid grounding.
- Most importantly, I will have the technical knowledge and detail which you will provide to me in your brief, and have the experience to understand this and to ask for clarification should I require it.

Eliminating your risk.

I meet with the deadlines and demands of some of the world's leading companies. If you assign a project to me, you can count on the same level of professional delivery and accountability that you'd expect from any reputable consulting firm.

Examples of my Tech sector work at: freelancecopywriter.co.uk/sample-cat/it-copywriting/

laurence@freelancecopywriter.co.uk 07931 346398 020 8442 0466



freelance
copywriter
.co.uk

freelancecopywriter.co.uk
INFORMATION TECHNOLOGY

10 Leading Tech Companies I've Written For

Siemens

Ciklum

Motorola

Citrix

Cable & Wireless

EBSS

Fiutura Global

Informa OVUM

Innovation Database

Lexis.Nexis

What do I write?

I write, with expertise and experience, for all media and for all digital platforms.

Web content

website content • SEO website content • web banners and towers • video web content treatments and scripts • e-com catalogue product meta-data

Sales letters and email marketing

print sales letters • web sales letters and landing pages • email sales letters • autoresponder sequences • DM mail packs • email newsletters and bulletins

Brochures, leaflets and other print materials

corporate brochures /leaflets • sales brochures/leaflets • newsletters • magazine and newspaper advertisements • press releases • articles • e-brochures

Video

corporate video treatments and scripts • TV commercial concepts and scripts • web video treatments and scripts • conference-insert video concepts and scripts

Audio

podcast scripts • radio commercial scripts • conference continuity scripts • radio PR scripts



Big Lessons Ltd
Registered in England
& Wales no 05237822