

I am a copywriter

“Having worked with a number of copywriters, I know that good ones are rare. Extremely good ones are even rarer. Nicola is worth her weight in gold!”

Inform  
Entertain  
Persuade



BANG  
YOUR  
OWN  
DRUM

# This is what I do

Thank goodness very few people can spell or use punctuation as well as I can, or I'd be out of a job. But I'm more than just a grammar pedant: my command of the English language means I can help brands to find a distinctive voice and to communicate much more powerfully and effectively.

Nowadays, brands face so much competition that it can be almost impossible to find a way to stand out (except on price—but who wants to keep slashing their prices?). I believe the secret to the customer's heart is *relationship*.

But to be in a relationship with someone—to care about them, to be loyal to them, to enjoy their company—you have to get to know them. You have to get to know their quirks and foibles, their loves and hates, what makes them laugh. In short, what makes them unique.

And that's why *brand personality* matters so much. I see my job as discovering not just *what* a brand is, but *who* it is.

I work with a client to define their brand's tone of voice: what sort of customers are we trying to reach? What will make customers prick up their ears when the brand speaks? What will make them seek the brand out, just to hear what it has to say? What will make them proactively want to spend time with the brand?

Often, the process involves competitor analysis; seeking out unique words and phrases which other brands aren't using and which we can own. Sometimes it's coming up with names or straplines. A lot of the time, it's making run-of-the-mill long copy sound anything BUT run of the mill.

Life is short, for both buyers and sellers; let's all have *more fun*.

# This is what my clients say

“That Nicola David is **bloody brilliant**—even when we can only pass on the skimpiest information from the client, she manages to turn it into something finished, that reads well and makes sense.”

*Digital director, Ledgard Jepson (agency)*

“You really are **the fastest** copywriter in the west!”

*Kate Massarella, account director, Propaganda (agency for ghd)*

“Working with you has been a pleasure... you got the **tone absolutely right** and on brief, and have been amazingly flexible. It’s been a massive project—and you’ve maintained the quality of the copy (and your availability!) **consistently** throughout.”

*Numiko (agency for Leeds College of Art)*

“Having worked with a number of copywriters, I know that good ones are rare. Extremely good ones are even rarer. Nicola is worth her weight in gold!”

*Tom May, e-marketing manager, Yorkshire Forward (regional development agency)*

“We were blown away by how **creative** you are with words and how **quickly** you wrote the copy. We very much look forward to working with you in the future.”

*Evential (event management company)*

“The **best** copywriting we’ve ever seen from an external source.”

*Alliance + Leicester Commercial Bank*

“Your copy was very well received... I really like the **tone of voice** you used.”

*Tesco*

“A brilliant copywriter... she thinks ‘**business first**’, always checking, ‘Will what I write add value?’ That’s why I rate her work so much—it gets the desired result.”

*Ian Loseby, managing director, Arris (agency)*

“What would we do without you?”

*Giles Insurance Brokers (one of the UK’s top 6 brokers)*

“Excellent work, as always, on Thomas Cook... Even though I consider myself to be very marketing-savvy, it has been **enlightening** for me to see what you can achieve through copy.”

*Tim Marsden, independent brand consultant*

“Thank you **once again** for being a joy to work with!”

*Marie Shaw, Sheffield Hallam University*

# (They're very appreciative)

"Your style of writing is just so **brilliant**. When I look at what you've done, and then think about the websites of the competition, it **wipes the floor** with them."

*David Taylor, Data Protection Consultancy*

"I've just had a look at the work you emailed through—**very, very, very good**. That's why you're insanely busy."

*Dean Gunn, creative director, Kolorcraft Group (agency)*

"It feels really good to have you with us again... to have some **genuine knowledge and talent** on board. You've asked a few very **good questions** here—I like that. A lot."

*Account manager, Sheffield Hallam University*

"You are an absolute star... loving your writing!"

*Haygarth (agency) for British Airports Authority*

"This brochure has **the 'wow' factor**. It puts us on a different level—it portrays us as a truly global brand."

*Williams Lea*

"Really nice piece of work. I was very pleased... It certainly **hit the mark**."

*DHL*

"Really impressed... We thought this was fantastic!"

*Dorothy Perkins*

"I love it. Well done for making such a dry subject seem **not as dry**!"

*Rob Pratt, creative director at RPA, for The Storage Company.*

"We **absolutely love** the style of these pages—thank you!"

*Paul Dunnigan, Onwards & Upwards estate agency, Leeds*

"I've just been through some of the new text and find it excellent. I think it's possibly an even better job than (sister-brand name)... We should 'steal' it for the (sister-brand name) website and the storage brochure!"

*Group MD, for a top-of-the-market luxury kitchen range (with other brands in the stable).*

"I'm very happy with this—you capture the feel and get over the key messages in such a **clear and friendly** style."

*Sheffield Hallam University*

"No one's ever grasped our tone of voice so **quickly**."

*Hawkshead*

"You've done a fab job here [capturing our brand] – you've really got us!"

*Paul Thompson, founder, Water Babies.*

# I've written for...

(as a freelancer)

Sheffield Hallam University  
Anglia Ruskin University  
Rotherham College  
Leeds College of Art  
Sheffield Institute of Arts  
Northern Arts

Richard Smedley Chartered Accountants

Manchester Airport  
World Duty Free  
British Airports Authority  
Heathrow Terminal 5 launch

Mirfield Theological College  
Church of England

Café Rouge  
Tie Rack  
Rolling Luggage  
Metris Kitchens  
Symphony  
Furniture Village  
Travis Perkins  
Wyevale Garden Centres  
Pets at Home  
Comet  
Sainsbury's  
Tesco Retail  
Lakeland  
Ryman

Thomas Cook  
Cruise118

Antique Wine Company

NHS Direct

BT

Ben Shaws

Middlesbrough Council  
Calderdale Council  
Bradford Council  
Yorkshire Forward  
Learning & Skills Council  
Environment Agency

CitiFinancial  
Tesco Personal Finance  
Aviva

Evans  
Dorothy Perkins  
Hawkshead  
New Look  
L'Oréal  
ghd

Outokumpu  
Tarmac  
Rexam Glass

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Big names look good in a portfolio,  
but I also like working for start-ups  
and small companies: I can make  
such a huge difference for them.

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# and also for...

(when employed in agencies)

Orange

M&S

Austin Reed

Burton

Topshop

French Connection

Oasis

Miss Selfridge

Cecil Gee

Edinburgh Woollen Mill

Wallis

House of Fraser

Debenhams

Ethel Austin

The Car People

Jewson

Kef Speakers

DHL

Management Consultancies Association

Boxwood (management consultancy)

Huthwaite International

Fox's Biscuits

Seabrook Crisps

Scolarest, Eurest (catering)

Lanson Homes

Gallery Kitchens

Mirari Kitchens

Williams Lea (business process outsourcing)

Veredus (Capita)

# Miscellaneous creds

Freelance writer for over 8 years

Specialist in long copy

Specialist in SEO

Significant experience in retail

2 years as head of writing at Propaganda ([www.propaganda.co.uk](http://www.propaganda.co.uk))

5 years with Section D, specialist retail brand and design agency ([www.section-d.com](http://www.section-d.com))

5 years as head of sales and marketing with an international software developer backed by 3i plc

CIM Diploma in Marketing

BSc (Hons) Business Studies

Currently studying for a master's degree in consultancy

C&G Photography (distinction)

French-speaker.

'Roses' Silver Award 2010 —  
Best B2B Direct Mail

Heist Bronze Award 2010 —  
Best Postgraduate Prospectus

National 'Fresh' Award 2006 —  
Copywriting

# Please get in touch

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## Terms

30 days payment terms

All bookings to be confirmed by email.