



freelance copywriting

CURRICULUM VITÆ

Kate Naylor. 124 Crescent Drive North. Brighton BN2 6SF

introduction

I've enjoyed a successful career in Direct Marketing and Marketing Communications since 1989, specialising in copywriting.

education

1979: 9 O' levels including maths, english literature, english language (Middlesbrough)

1981: 3 A' levels: geology B, english literature B, art D (Middlesbrough)

1982: Arts Foundation Course: graded A+ (Middlesbrough)

1985: BA Honours Degree in Graphic Design and Illustration, graded 2:1 (Brighton)

career

April 2006 to present - freelance copywriter

June 2005 to April 2006: Marketing Executive, Sutton Winson Ltd. I worked a permanent three day week carrying out all the company's marketing and marcomms activity including on and offline copywriting.

2000 – 2005: Marketing Manager, Folgate Warren Hill Risk Solutions Ltd. I worked a permanent three day week carrying out all the company's DM and marcomms activity including on and offline copywriting. Specified, briefed and project managed the set up of two company websites inc. copywriting for each.

2000: Internet start-up company, Part time Marketing Director. I provided the 1, 3 and 5 year Marketing Plans (with a spend of £1M, £4M and £8M respectively) for an outfit seeking venture capital for an online TEFL school. Then the dotcom bubble burst!

'98 -2000: DM Consultant. I worked as a contractor with a wide variety of companies. Among others, charity fundraising direct marketing agencies, financial services organisations LloydsTSB, American Express Insurance Services and Norwich Union Investment Funds plus subscription work with Macmillan (publishers of the 'Nature' science journals),

'95 – '98: London & Edinburgh, Assistant Marketing Manager.

'93 – '95: Cornhill Insurance, Marketing Controller.

'91 – '93: CGA, Marketing Executive.

'89 – '91: Royal & Sun Alliance, Marketing Assistant.

'85 – '89: I left art college after my degree and spent four years trying to make a living from creativity until, desperate to buy a home of my own, I gave up in disgust and got a 'proper' job! Fortuitously, this just happened to be in direct marketing...

hobbies and interests

Long-distance hiking, painting, decorating, interior / exterior design, gardening, reading and creative writing, painting and drawing, wood carving and sculpture, collecting '50s German art pottery, original '50s and '60s art and old Eastern rugs. I'm a 'Lookerer' too. As a volunteer Shepherd I help look after Brighton & Hove Council's flocks of sheep on the South Downs.