

Peter Mann

Marketing communicator
and copywriter
– a profile

Summary

- Peter Mann has worked in marcoms for over 30 years – a very experienced marketer who adds value.
- Member of the Chartered Institute of Marketing (CIM).
- Highly experienced copywriter – focus is on benefits and the interests of the reader/prospect(s).
- Has considerable design and organisational experience plus excellent software skills – QuarkXPress, Dreamweaver, Photoshop, Illustrator, Acrobat, Powerpoint, Word and Excel are used daily/very regularly.

Education and business experience

- Studied the CIM's all encompassing marketing planning, exporting, communications and case history modules to achieve CIM Professional Diploma in Marketing in 1990.
- Has worked in publicity and marketing roles in different industries – publishing (Pergamon), glass (Corning), medical (Johnson & Johnson), heating/air conditioning (Myson), construction (Coles Cranes), chemicals/adhesives (Loctite International) and finance (Norwich & Peterborough Building Society).
- Founded Buzz Associates in 1990 to provide marketing communication services for clients who can't justify in-house staff. **Clients' industries** include adhesives, banding machines, chemicals, cleaning, converting equipment, electromechanical, property development and reprographics.

Marketing communications, copywriting and graphic design experience

- **Encompasses**
 - Advertising, brochures, data sheets, direct mail, e-mails, exhibitions, logo design, newsletters, packaging, PR, presentations, proof reading, report writing, sales letters, speeches, websites.
 - Copywriting, design, artwork, photography direction, print buying, production. Budget control.
- **Specifically**
 - **Advertising** – magazine, newspaper, web and broadcast.
 - Design, copywriting and artwork; media selection and space/time buying; overseeing broadcast ad recordings, Google AdWords.
 - **Brochures, leaflets, flyers, folders**
 - Design, copywriting and artwork; photographic art direction; print buying.
 - **Corporate design – logos, stationery**
 - Design and artwork; print buying.
 - **Data sheets**
 - Copywriting, design and artwork; working with product managers to ensure information is correct and written in good English.
 - **Direct mail and sales letters**
 - Design and copywriting – sales letters (usually single page, one topic to encourage response); reply card formatting; mailing list purchase and management; follow up; telemarketing.
 - **E-mails**
 - Design, copywriting and artwork; list management and broadcast.
 - **Exhibitions and conferences** – large or small in UK and abroad.
 - Briefing contractors and hotels; overseeing build-up. Designing and writing graphics, notes, etc and organising production. Providing copy for catalogues; using events as a PR opportunity. Ensuring everything ready for the opening day. Organising staff training.
 - **Newsletters**
 - Design; writing news and general copy about new products/services; producing artwork; encouraging others to contribute – sub-editing their work; list management; print buying.
 - **Packaging** – cartons, blister cards, labels
 - Design, copywriting and artwork; ensuring health and safety information is correct.
 - **PR** – new products/services and pro-active PR opportunities
 - Writing newsworthy releases; media selection and dispatch. Organising editorial visits.
 - **Presentations**
 - Creating and maintaining Powerpoint programmes.
 - **Proof reading**
 - Checking any type of communication for typographical, spelling and grammatical errors.
 - **Report writing**
 - Attending meetings, recording talks and producing long and short summaries.
 - **Speeches**
 - Writing speeches for presentations, trade dinners etc.
 - **Websites**
 - Copywriting, design, production, uploading and management. **Some sites to view** – www.buzzassociates.co.uk; www.ajett.com; www.cabletronics.ltd.uk; www.hatley.info.
 - **White papers**
 - Copywriting, design and artwork; working with product managers to ensure information is correct and written in good English.



Peter Mann, DipM MCIM

Contact details

Peter Mann
45 East Hatley
Sandy
Cambridgeshire
SG19 3JA
T 01767 651115
F 01767 651115
M 07840 538814
E peter@buzzassociates.co.uk
W www.buzzassociates.co.uk

Personal

Birth 30 June 1946
Nationally British
Status Married, two children
(boy 23, girl 21)
Driving Clean licence