



Nick Marshall

Senior Copywriter
Fintech, FS and banking

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Professional experience

Agency copywriter

2015 to 2020: Senior Copywriter at Bright Blue Day, one of the UK's top 20 independent advertising agencies. My regular clients included Visa, HP, Dell, UBS, Zurich Insurance, and William Russell Insurance

Freelance writer

2003 to present: Outsourced content writer for agencies serving fintech clients in the US, Ireland and UK. I have produced eBooks, whitepapers, web copy, brochures and emails for banks, credit unions, crypto exchanges, startups, neobanks and payment processing services.

Journalist

2003 to 2010: Editor of *All at Sea* and *Crew Life* in Caribbean. Sub editor for *The Daily Herald*, St Maarten.

1998 to 2001: Managing editor and sub editor at Associated Newspapers, Northern & Shell, John Brown Publishing, H Bauer and more.

Skills

HubSpot certified in Email Marketing, Content Marketing, and Inbound.

Completed Ogilvy Masterclass in Behavioural Economics.

Shortlisted for The Drum B2B Awards.

Finalist The Drum Chip Shop Awards.

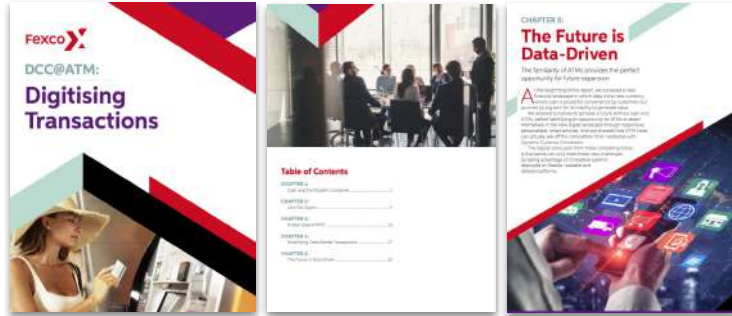
Won *Daily Telegraph* Young Food & Drink Writer of the Year.



Long-form copy

I have written ebooks, whitepapers and case studies for numerous clients including Box, UBS Bank, Lloyd's Register, Layer, and Brennan & Clark. Recent work is featured below...

Ebook for Fexco (fintech) on dynamic currency conversion



White paper for PACE (aviation) on airline carbon emission reporting



Report for Fexco (fintech) on issuer currency optimisation



Ebook for Cision (PR) on data-led communications



B2B blogs

I enjoy presenting complex technical information in clear, engaging language and helping fintech and startup brands establish their tone of voice.



Topic	Sample
10-blog series on digital handover solutions for the construction industry (via agency)	Who needs a digital handover solution?
25+ blog series on life insurance for the over 50s	Can I afford to die?
10+ blogs on white label ERP solutions (ghostwriter)	The pros and cons of partnering with the big ERP giants
8 blogs on custom software development	The true cost of custom software development in Ireland
Blog series to build search rank for US-based disposable glove manufacturer	Technology trends impacting commercial cleaning industry
Wrote monthly B2B and B2C blogs on retainer basis	Why companies should offer currency exchange as an employee benefit

B2C blogs

From years of experience, I can turn around an 800- to 1500-word blog fast, without compromising accuracy or quality.



Sector	Sample
Cryptocurrency	Hot wallet v cold wallet
Automated order management	eCommerce product launch strategy guide
Real estate (ghostwriter)	Texas real estate trends to look out for
Online records search service	8 scams to watch out for on Twitter
Consumer banking	What Is an SDK in Digital Banking?: Differences vs. APIs
Cross-border payments	Why UK students are studying in the US

Email marketing

I am Head of Copy at Budai Media (100% remote) and have delivered 1,000+ automated flows and sales emails for eCommerce clients and brands.

As an agency copywriter, I have written email campaigns for many of the world's biggest brands (see below).



hp

Love letters from an HP Printer

Dear Name,

Have you missed something obvious about your HP Printer recently? Is it possible that about, perhaps following the occasional failure? Let's not beat around the bush - it's long past your life...

Before you point the finger of blame, we want to share something. Your HP Printer hasn't changed - it's just showing the classic symptoms of aging the ink it loves.

Without HP Original Ink, your printer is pulling a double dose on heating, drying, and more.

Where is the fix?

HP Original Ink is chemically and physically compatible with every part of your printer from the printhead and rollers to the paper and gear. Clear, you just didn't see the sign.

Just the two of us

Ink needs, HP Original Ink cartridges have been proven to last longer, and print more than non-HP cartridges in fact, when used with HP Printers. And, non-HP ink even causes permanent damage.

Try a little tenderness

If you love your HP Printer - and we hope you do - show it you care. That means always feeding it the best ink, the one it truly loves.

HP Original Ink

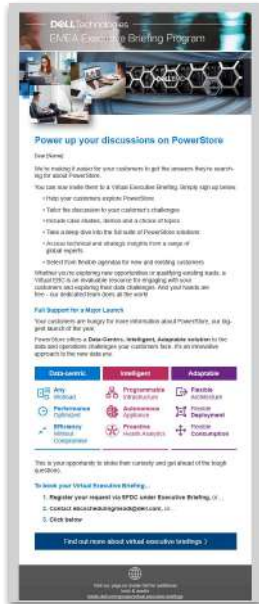
HP Original Ink
Your HP Printer isn't the same without it.

The recommended cartridge for your printer is here. [Buy Now](#)

hp

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Dell Business
DATA Center
PowerUp Program

Power up your discussions on PowerStore

Dear Name,

We're excited to offer your customers to get the answers they search for about PowerStore.

You can now make them by a Virtual Executive Briefing Series sign up page.

- Help your customers explore PowerStore
- Tailor the discussion to your customer's challenge
- Increase sales volume, reduce sales cycles
- Take a sales drive into the far side of PowerStore solution
- Increase customer and average revenue from a single virtual event
- Select your briefings to offer to new and existing customers

Whether you're looking for new opportunities or qualifying existing leads, a VirtualCEO is an invaluable resource for engaging and your customers and expanding their sales. Challenge your team to see the full benefits of this tool.

Full Support for Virtual Events

Your customers are hungry for more information about PowerStore, so help them get it. You'll receive a new Content, intelligent, actionable website for on-demand sales challenges your customers face. It's an invaluable approach to the new sales era.

Discover	Engage	Advocate
Analytics and Insight	Programmatic Engagement	Personalized Recommendations
Performance Optimization	Subscription Management	Product Deployment
Efficiency and Compliance	Proactive Health Checks	Proactive Campaigns

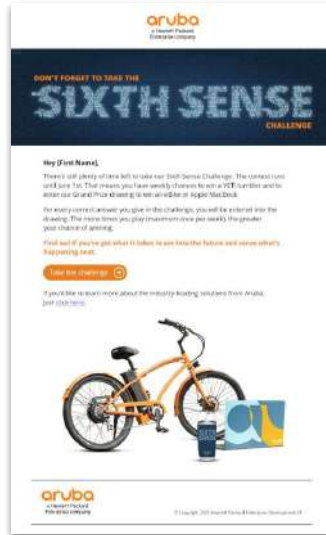
This year opportunity to make them curiously and get ahead of the tough competition.

To make your Virtual Executive Briefing:

1. Register your request via [VCE Sales Executive Briefing](#), or
2. Contact virtualceosales@hp.com, or
3. Click below

[Find out more about virtual executive briefings](#)

Dell Business
A Hewlett-Packard Company



aruba
A Hewlett-Packard Company

DON'T FORGET TO TAKE THE **SIXTH SENSE** CHALLENGE

Hey [First Name],


There's still plenty of time left to take our Sixth Sense Challenge. The contest runs until June 1st. That means you have weeks of time to get a VCE Partner and to make our Six Sense Challenge to see an Aruba in Action.

For every contest winner you give in the challenge, you will be entered into the drawing. The more times you play (maximum once per week), the greater your chance of winning.

Find out if you're the one who'll be the first to see how the future will happen next.

[Take the challenge](#)

If you'd like to learn more about the industry leading solutions from Aruba, just click here.



aruba
A Hewlett-Packard Company

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VISA

Play with Visa contactless for your chance to go to The Winter Olympics

Win a trip to The Winter Olympics

Enter here for your chance to win.

VISA



william russell
The Cover You Expect, and 2 Extras You Didn't...

The cover you expect, and 2 extras you didn't...

The health insurance you need.

- Guaranteed issue rate (no health questions)
- No waiting period (no pre-existing conditions)
- No exclusions (no exclusions)
- Fully a guaranteed issue (no exclusions)

...and 2 extras you didn't expect.

When you take out your William Russell Health policy between October 1st and December 31st you'll get a \$200 cash bonus.

william russell

william russell

Creative concepts

As part of larger creative teams, I have been lucky enough to work on high-profile campaigns for prestigious clients.

We don't want your f*cking charity. Just pay your taxes.



Comic Relief raised £63m in 2019. More than Amazon has paid in corporation tax in 20 years. Let's stop clowning around on tax avoidance.



TWO MIGHTY MICE. ONE BIG DEAL.



Premium performance for less. Get £10 off the Envy 500 wireless rechargeable mouse or Spectre 700 wireless rechargeable mouse until the 29 July.

For those who see this as the world's second tallest building.



HP Instant Ink

Never run out of ink again with HP Instant Ink



WELCOME

Your printer orders new ink when you're running low and delivers it straight to your door.

Find out more at hpinstantink.co.uk



Love letters from an HP partner


Dear HP Original Ink,

You were the best, but I was a fool and tied the rest.


Now I think back to a time when I was young, and you were mine. No detail too much, no colour too bright, a quality relationship - you did everything right.

Our time was cut short, leaving me a mess.

But if you could return, I swear I'll never again try the rest.



Find out more about our HP Original Ink service at www.hp.com/uk/ink



TO OUR CAPTAINS, COMMODORES AND CADETS

WEARING SLIPPERS AND SINGLE-SHOED PAIR SHIRT OR STRIPES, WORKING STEWARDS LONGINES, CREWMEN AND BARBERS OF TEAK DECKS AND TENDERS GAMBAL STOVES AND DANFORTH'S

AT THE CHART TABLE OR IN THE BROWN COLOUR ON A BUTTER BUN OR IN THE COOLING OFFSHORE SHALLOWS ALONG THE COAST OR IN THE OPEN OCEAN

It's been our privilege to cover your world and your passion since 1921



www.rnli.com

WALK OUR MILE IN YOUR SHOES

Could you walk a Mayday Mile to help save lives? Whether you're wearing wellies, trainers or flip-flops, you'll be helping to raise vital funds for the lifesaving work of the RNLI.

Step out this Mayday to help provide our crews with the kit, training, fuel and more they need to keep us safe this summer.

The Mayday you raise saves lives

Every penny you raise from each step you take helps raise vital funds for the lifesaving work of our RNLI crews, from training and kit to PPE, welfare and food.

By answering the Mayday call, you're doing more than walking a mile for the RNLI. You're playing a part in each rescue, saving lives, and keeping families safe.

Sign up today and take the first step to saving lives this summer.

REGISTER AT RNLI.COM