



# Nick Marshall

## Copywriter

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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.

## Freelance writer

2003 to present: 1,000+ blogs and emails published for hundreds of global brands and small businesses. Long-standing collaboration with a handful of agencies including Hawke Media (US), Far from Avocados (Ireland), Budai Media (EU), Bread Loaf (US), and CurrencyFair (Ireland).

## 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

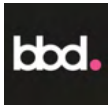
HubSpot certified in Email Marketing, Content Marketing, and Inbound.

Completed Ogilvy Masterclass in Behavioural Economics.

Shortlisted for The Drum B2B Awards.

Finalist The Drum Chip Shop Awards.

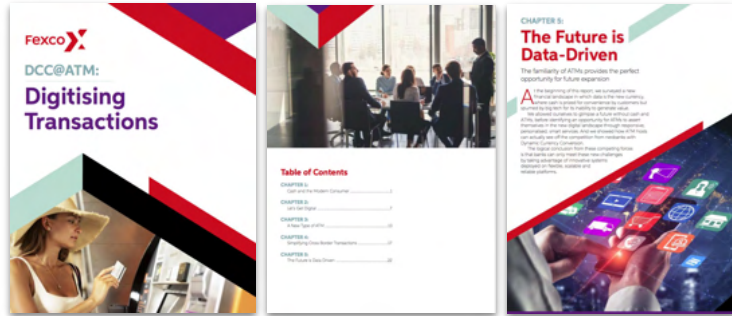
Won *Daily Telegraph* Young Food & Drink Writer of the Year.



# 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 have resisted focusing on any particular niche because I enjoy researching a topic from scratch as much as I enjoy presenting complex technical information in clear, engaging language.



Topic	Sample
10-blog series on digital handover solutions for the construction industry	<a href="#">Who needs a digital handover solution?</a>
25+ blog series on life insurance for the over 50s	<a href="#">Can I afford to die?</a>
10+ blogs on white label ERP solutions	<a href="#">The pros and cons of partnering with the big ERP giants</a>
8 blogs on custom software development	<a href="#">The true cost of custom software development in Ireland</a>
Blog series to build search rank for US-based disposable glove manufacturer	<a href="#">Technology trends impacting commercial cleaning industry</a>
Blog series to build search rank for industrial storage provider	<a href="#">How to identify chemical hazards in the workplace</a>
Top-of-funnel series for industrial floor manufacturer	<a href="#">3 types of resin flooring explained</a>

# B2C blogs

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

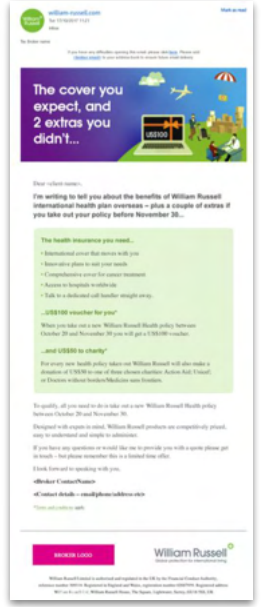
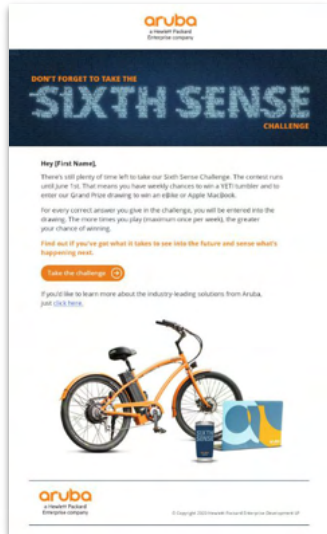
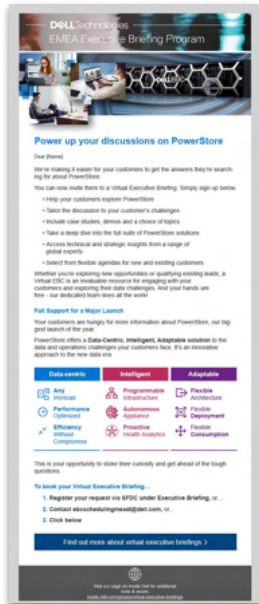
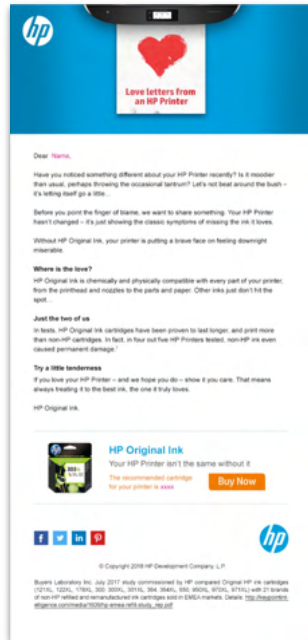


Sector	Sample
Cryptocurrency	<a href="#">Hot wallet v cold wallet</a>
Automated order management	<a href="#">eCommerce product launch strategy guide</a>
Real estate	<a href="#">Texas real estate trends to look out for</a>
Custom knife manufacturer	<a href="#">4 things your pocket knife says about you</a>
Online records search service	<a href="#">8 scams to watch out for on Twitter</a>
Customer loyalty app	<a href="#">Are these 8 mistakes impacting your customer loyalty?</a>
Cross-border payments	<a href="#">Why UK students are studying in the US</a>

# 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).



# 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.

**RED NOSE DAY**



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.

The Z Workstations is a game-changer in the world of high-end workstations. It's the only workstation that can fit on a desk, yet still be as tall as the world's second tallest building. It's the only workstation that can fit on a desk, yet still be as tall as the world's second tallest building.

**Z Workstations** keep reinventing HP

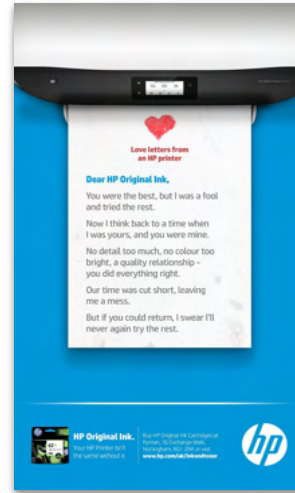


Never run out of ink again with HP Instant Ink

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

Find out more at [hpinstantink.co.uk](http://hpinstantink.co.uk)

**hp instant Ink**



Love letters from an HP printer

Dear HP Original Ink, You were the best, but I was a fool and tried the rest. Now I think back to a time when I was yours, 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.

**HP Original Ink** Your HP Printer needs the original ink. [www.hp.com/uk/ink](http://www.hp.com/uk/ink)

**hp**



TO OUR CAPTAINS, COMMODORES AND CADETS WEARND SKIPPERNS AND SINGLE-BANBERS PERIODS OF SERVICE AND VETERANS OF THE DINGHIES, CHEESEBS AND BARBERS OF TEAK DECKS AND TENDERS GIMBAL STOVES AND DANFORTHS

AT THE COAST TABLE OR IN THE BOWEN CHAIR ON A BUTTER BLADE OR IN THE COLOURING OFFSHORE **IN THE SHALLOWS** ALONG THE COAST OR IN THE OPEN OCEAN

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

**MANUFACTURED IN ENGLAND**

[www.hp.com/uk/ink](http://www.hp.com/uk/ink)



**MAYDAY MILE**

**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 funds you raise save 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, stations and fuel.

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](http://RNLI.COM)**