



résumé

Richard Jebb

Richard specialises in communicating key business messages through the written word. He uses his skills and experience to enhance work winning documents and produces compelling corporate literature across all formats, developing a tone and style that is appropriate for the target audience.

Previously creative manager in a PR and marketing agency, Richard has many years' experience developing communications campaigns and creating marketing literature such as brochures and websites for clients.

What Richard would bring to your team

Richard has had particular success in writing winning industry award entries on behalf of clients. Preparing successful award entry documents is an involved and time consuming exercise, requiring skilfully constructed writing, supported by a significant amount of research, planning and document formatting. PCS offers this service to reduce clients' workload considerably; often of huge benefit to them.

He works with clients to improve the impact and delivery of multimedia presentations using PowerPoint. He also formats MS Word documents so they are stylish and communicate clients' messages clearly, with appropriate use of graphics, charts and images to engage the reader.

Clients use Richard's skills when they require words to influence actions, such as when developing environmental, health and safety campaigns.

- Public relations and marketing
- Copywriting and business communications
- Industry award submissions
- Presentations
- Document formatting



EXAMPLE ASSIGNMENTS:

- Kent BSF Schools brochures
- Copywriting and design of the BAA Go Together guide
- A series of major industry award submissions for a leading UK contractor