

Robert Bullard – Perfect Text

Copywriter – Trainer in Writing Skills – Copyeditor/Proofreader

I am enthusiastic and popular trainer in writing skills, a versatile copywriter, and an accredited copyeditor/proofreader. Here's a summary of my expertise, with some details of recent projects overleaf.

Trainer in writing skills

- **Specialist, Writing Skills repertoire** – covering Career Essentials, e.g. report writing, business writing and minute taking; Writing for Today's Needs, e.g. email, websites and blogging; Specialist Topics, e.g. persuasive writing; and Fundamentals of Good English, e.g. grammar and proofreading.
- **11 years' experience** – as a trainer in business writing skills, building on an earlier career as a freelance feature writer for national newspapers.
- **High-profile clients** – European Commission, World Trade Organisation, Oxford University, Hemsley Fraser and the Directory of Social Change.
- **Book coach** – for people writing non-fiction books, drawing on my authorship of *Business Writing Tips: For Easy and Effective Results*.
- **In numbers** – 890 writing assignments – 2480 people trained – 325 training courses delivered – 470 website reviews conducted, as part of training courses – authored a book, *Business Writing Tips* (2015).

Copyeditor / Proofreader

- **Accreditation** – accredited by the Society for Editors and Proofreaders (2013), whose Oxford group I re-established and then coordinated.
- **Specialism/subject areas** – non-fiction books and journal articles for project managers and publishers, specialising in social sciences.

Copywriter

- **Areas of expertise** – I write and improve all kinds of business documents, in particular web pages and blogs, case studies, reports and newsletters.
- **Recent work** – includes editing 20 safety guides for an oil company; and writing e-newsletters for financial advisors, and blogs for independent consultants. From my previous jobs I also have 20 years' experience of writing reports for policymakers such as national and local government.

Journalist

- **Feature writer** – on local government, rural and social issues for *The Daily Telegraph* and *Guardian*, and several specialist magazines (2005–10).
- **Media experience** – over 10 years' writing press releases and giving interviews for TV and national radio.

2003–	Trainer in Writing Skills, Copywriter and Copyeditor
1996–2003	Director, West Midlands Employment & Low Pay Unit
1992–96	Principal Economist, Shropshire County Council
1987–92	Agricultural Economist, ITAD/Hunting Technical Services
1986	MSc, Agricultural Economics – University of London
1985	BSc, Economics – University of St Andrews

Robert Bullard – Examples of writing assignments (2012–20)

Training in writing skills

- **High-profile work** – a regular trainer for Oxford University's Department of Continuing Education: two blogging courses, four in writing skills; as well as for Hemsley Fraser in London: Report Writing, Business Writing Skills, Grammar, Proofreading, Minute Taking, etc. Also a trainer for the Plain English Campaign.
- **Long-term clients** – since 2008 I have delivered four courses for Media Training in London: How to Write Effectively, Feature Writing, Writing for the Web and Introduction to Journalism.
- **Wide and diverse experience** – I have experience training people from different levels, from managers to admin staff; with the public, private and voluntary sectors; and 90-minute up to 2-day courses. My repertoire stretches from how to write books and blogs, reports and emails, to proofreading and grammar.

Copyediting / Proofreading

- **Social science specialism** – worked on nearly 100 books for publishers such as OUP and Oxford University departments, private clients, and project managers such as Fakenham Prepress Solutions and Free Range Book Design & Production.
- **Business reports** – regular work for Accordia Training Partnership.
- **High-profile work** – copyedited books by Ann Widdecombe (former MP and Junior Minister) and Rio Ferdinand (Manchester United/international footballer).
- **Journals** – regular copyediting for OUP's Oxford Language Editing service.
- **Manuscript reviews for publishers** – HarperCollins and Melrose Books.

Copywriting

- **Websites** – regular work reviewing websites and writing content for private clients (e.g. jamesmithfurniture.co.uk and hannage.co.uk) and web design agencies (Salamandra and AttractMore).
- **Blogs** – repeat work for Oxford Capital, Kaleidoscope and MD2MD.
- **Case studies** – Hidden Value Partners, TMS Development International, National Care Farming Initiative.
- **Brochures** – Milton Park, Hunts design agency, Strategic Mentors consultants.
- **Heritage/Tourism literature** – 15 years writing tourist interpretation panels and supporting literature for Shelley Signs and Kenning Illustration & Creative Design.
- **Reports** – consultancy and report writing for universities (Harper Adams University College, Oxford's Internet Institute) and private sector. Overall, 20 years' experience report writing for policymakers, councils and donor agencies.

Freelance journalism

- **National media experience** – feature writer for *The Daily Telegraph* and *Guardian*, plus specialist magazines (*Local Government Chronicle* and *Community Care*) and websites (Rural Services Network). Specialised in local government, rural and social issues, 2005–10.