

CANDIDATE:**Paul Dunwell**

MBA (Part I), B. Ed. Hons., Cert. Ed.

WORK SOUGHT:

Copywriter (possibly extended to Project or Account Manager - or Creative Director).

SAMPLES:Samples are available by return as Word/pdf/jpg files. There is currently an online portfolio at www.ads-infinitum.co.uk/FREELANCER%20DISK/1.html with a longer CV.See www.pauldunwell.co.uk (freelance) and www.ads-infinitum.co.uk (small enterprise).**CONTACT:**

6 Titchfield Drive, Elstow Brook, Bedford MK42 9FB.

Tels +44 (0) 1234 470 249 and +44 (0) 7749 473 052

Email pld@pauldunwell.co.uk**FAMILY:**

Divorced with 4 kids - Hannah Lindsey, Luke Patrick, Natasha Beth and Joshua Henry

IN EMERGENCY:

Mrs Usha Abid on +44 (0) 777 3123 717 (friend)

RELIGION:

Benign monotheist / Christian

zDoB & PLACE:

20th April 1956, England.

NATIONALITY:

British, with Swiss Residence Permit 'C'

EDUCATION:

Bridlington Grammar School 1967-1974 3 'A' levels, 1 'O/A', 7 'O' levels

Sheffield University 1975-1979 B. Ed. Hons., Cert. Ed.

Exeter University 1986-1987 Unfinished M. Ed.

Open Business School 1993-1994 M.B.A. Part I

POTTED CAREER HISTORY:

HM Forces 1974-1975 Special Engagement, British Army

Various Colleges (GB & CH) 1979-1988 English Lecturer & Examiner, Dean of Faculty

Various Blue-Chips (CH & NL) 1988-1992 International Market Intelligence, Hi-Tech Markets

CURRENT OCCUPATION:

Freelance Copywriter and Creative Consultant. Have serviced over 100 clients including projects as follows:

**(with just 1 year
as a staffer)**

Trader training materials for Saxo Bank of Denmark * Exhibition stand materials for Nissan and Volvo * Print ads for Pfizer and Imperial Wharf * Campaign messaging for Burger King and Woolworths * Literature for Rome's Chamber of Commerce and McAlpine * Email campaigns for Kodak * Speech-writing for the World Islamic Economic Forum * Brochures for Kuoni-owned Shoestring Holidays * Pharmaceutical materials for Ortho-McNeil

**RANGE of WORK &
STRENGTHS:**

Versatile; able to supply solutions that are comic, exceptionally technical or poignant. Styles adopted/created to suit the brief and audience. Able to handle complex plots/scripts/briefs with confidence and without being spoon-fed or supervised. Exceptional accuracy and very high productivity. Excellent general knowledge as well as familiarity with contemporary domestic / international markets and affairs. Resourceful and a good researcher.

INTERESTS:

A member of British Mensa. Winner of their 2004 writing competition (the 2nd first prize from them within a year!) I also enjoy regular exposure through 'The Independent' and BBC Radio 2. A former member of the Friends of Stoke Mandeville Hospital, I've likewise worked FoC for Macmillan Cancer Relief (with all my freelance pals, at my bidding). I cultivate bonsais and ski-tour, climb, hill-walk (most days) and paddle a Canadian open canoe.

AMBITIONS:

To write for entertainment as well as advertising, to write strong copy with mighty hooks, to amuse and to enlighten a mass-market, and to encapsulate messages which have both endearing and enduring qualities. To pen yarns and ads which pick people up by their lapels. To earn enough for it to be no longer necessary for the children to have to gnaw on each other. To catch big fish through small holes in the ice. To be able to put all of the many skills learned in Ray Mears's survival programmes to good use when my plane ditches in the middle of somewhere balmy, leaving me to survive alone except for an exotic dance troupe who happen to wash up on the same beach, and thus be one up on the average couch-potato. To be recognised as the rightful king of Swaziland. To retire early in order to spend time with my money. To win at life, dying in bed (in the arms of a very young and unfeasibly winsome wife).

REFERENCES:

On application