



Bruce Barbour

Freelance Communication
Manager

📍 Ipswich, UK

✅ Bruce is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time
work

Employment: Freelance Assignments,
Hourly Consulting, Permanent Positions

Skills

Copy Editing (Advanced)

Proofreading (Advanced)

English Literature (Advanced)

Writing (Advanced)

Microsoft Applications (Advanced)

Spanish (Intermediate)

Languages

English (Fluent)

Spanish (Work Proficiency)

About

Professional in public relations and marketing who has written sparkling and persuasive copy for press releases, brochures, web sites, and flyers for a variety of prestige brands. Has experience across the marketing function including planning, budgeting, managing staff, and monitoring competition.

BRANDS WORKED WITH

Bees Buzz Pr

Midwich Ltd

My People

Oyster Marine Ltd

Suitcase TV Ltd

Turquoise Design Consultancy

Experience

● Account Manager

Bees Buzz Pr | Apr 2022 - Now

Write press releases for a range of AV clients and distribute to appropriate publications

- Develop relationships with trade press
- Maintain PR presence
- Write blog articles, case studies, and white papers
- Proofread materials produced by other writers
- Manage social media
- Apply for industry awards
- Encourage new business

● Freelance Copywriter

| Apr 2019 - Now

Increase website traffic using SEO techniques

- Perform keyword research
- Create website content including product/service descriptions and blog articles
- Track, analyse and report website analytics
- Research and analyse competitor strategy
- Update and amend websites as necessary
- Make recommendations to change site structure and content
- Manage social media

● Communications Manager

Suitcase TV Ltd | Jul 2014 - Apr 2019

Write press releases and distribute to appropriate publications

- Write copy for company brochures and newsletters
- Maintain PR presence throughout industry
- Develop relationships with trade press
- Produce PR and marketing campaigns in line with company objectives
- Write copy for websites
- Manage social media
- Create user guides for company products
- Write scripts for promotional and tutorial videos
- Provide product training internally and to customers
- Proofread all materials produced by company
- Write case studies and white papers
- Take part in brainstorming sessions and assist with creation of promotional and tutorial videos
- Gain recognition for company's achievements
- Organise presence at various events

● Copywriter and PR Consultant

My People | Jul 2011 - Jul 2014

Write copy for company brochures and newsletters

- Write content for websites
- Make updates to websites
- Write press releases and distribute to appropriate publications
- Write case studies and white papers



- Record coverage and report back to clients
- Maintain PR presence throughout industry
- Develop relationships with trade press
- Manage social media
- Proofread and edit copy
- SEO

● **Group PR Coordinator**

Midwich Ltd | Feb 2009 - Jul 2011

- Write press releases and distribute to appropriate publications
- Develop relationships with trade press
 - Work with marketing coordinators to develop email marketing campaigns
 - Write copy for company brochures and newsletters
 - Create content for company websites
 - Presentation of marketing statistics and forthcoming campaigns to staff
 - Write monthly report on press releases written and coverage received
 - Proofread all materials produced by marketing department
 - Manage social media
 - Organise and promote annual trade show
 - Gain recognition for company's achievements

● **Marketing & PR Coordinator**

Oyster Marine Ltd | Aug 2003 - Feb 2009

- Write marketing copy for traditional and new media promoting luxury second-hand yachts
- Produce brochures, flyers and advertisements using Adobe InDesign and Photoshop.
 - Arrange photography of yachts for sale
 - Place regular ads in trade publications
 - Produce company newsletter, writing pieces, editing submissions, proofreading, and managing suppliers
 - Administer company website using in-house content management system and HTML
 - Provide monthly report on website statistics
 - Arrange open days including production of invitations and catalogues and organise stands and displays at the Southampton and London boat shows
 - Write press releases and distribute to appropriate publications
 - Maintain PR presence throughout industry
 - Gain recognition for company's achievements
 - Develop relationships with trade press
 - Write copy for job adverts
 - Proofread all materials produced by other staff members
 - Manage social media

● **Copywriter/Web Developer**

Turquoise Design Consultancy | Jan 2000 - Aug 2003

- Produce copy for posters, leaflets, brochures and websites for a range of B2B clients including BT, Astra Zeneca, Anglia Telecom, MMT, and Suffolk County Council
- Responsible for proofreading
 - Work with designers on wide range of projects
 - Take part in brainstorming sessions and meet with clients to discuss requirements, ideas and strategies
 - Build websites using HTML, CSS and JavaScript. Apply HTML code to news articles for the BT Insight Interactive website
 - Take part in marketing campaigns utilising the full marketing mix

Education & Training

2007 - 2012

● **The Open University**

BA, Literature

2007 - 2010

● **The Open University**

Diploma, Diploma in Literature and Creative Writing

