

Dan Poulton

Copywriter CV

Profile

I am an experienced, versatile freelance writer adept at producing a range of content including authoritative blog posts, in-depth articles and engaging web content. I carry out detailed research to provide genuine insights to audiences, all articulated in a clear and compelling style.

I have worked with both large corporate clients and small start-ups, and produce content that increases web traffic and audience engagement, in line with the latest thinking in content marketing and SEO. My experience writing factual TV and video scripts gives my content writing an extra edge.

Selected writing projects

Swanky Apple (October 2016 – July 2018)

I have worked with the Swanky Apple creative agency on a variety of projects, contributing 6 ghost-written blog posts per month. A central part of my work with the agency has been writing a mix of ~500 and ~1000-word authoritative SEO blogs for the SignKick out-of-home advertising platform. My content helped boost organic web traffic by 287% over eight months, generated 39% of all signups, and drove a 112% increase in social media activity. I have researched and produced over 90 blog posts on topics ranging from out-of-home advertising to marketing to millennials. My work includes reviews of advertising campaigns, detailed analysis of marketing strategies, and providing actionable takeaways for SMEs.

App Institute (May 2017 - present)

I ghost write in-depth articles aimed at an SaaS audience which appear on the App Institute blog and other 3rd party sites such as ITProPortal and Infusionsoft. Rather than SEO focussed, the emphasis is on providing practical knowledge and online marketing advice for SMEs. For this project I apply a content marketing strategy to build the reputation of the client's key marketing experts and draw attention to their app design service. Articles range from 1000 - 2500 word blog posts and 4000 word pillar articles.

Twig World (June 2017 – December 2017)

I wrote a series of educational science videos aimed at school children (aged 7-10). These 2-minute scripts introduce complex scientific ideas in an accessible and jargon-free style and require condensing in-depth research into ~250-word narratives that are entertaining as well as informative. Topics ranged from wind erosion to how salmon find their way home... to the uses of solar power.

Alchemy Studios (April - June 2017)

I wrote a range of web content and short 400 word blog posts to promote their digital advertising agency, build their brand profile and create landing pages to draw in potential clients. Blog topics ranged from why to use an advertising agency to the benefits of using video content.

Ambient Properties (February - August 2017)

I have written a range of web content for a client who runs several websites in the home renovation sector. My work included writing an e-brochure for an online renovation quote service, working closely with the client to create copy that conveys their services whilst being concise and mobile-friendly. Another job for the client required me to create web content explaining various home surveyance services for a new side-business.

Coffee Dragon (April 2017)

I helped the client build a brand voice from scratch, creating a range of content for a new website selling flavoured blends to coffee enthusiasts. Content included an About page telling the client's story in a distinctive voice, product descriptions emphasising the ethical sourcing of their products and short bios for use on social media.

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About pages and landing pages (March 2016 - present)

I have written a range of about About pages and bios for diverse clients, emphasising stories that convey the client's values and business ethos. Clients have included a luxury wooden furniture retailer; an academic coaching website, a gentleman's tailors; and an urban footwear manufacturer targeting the African market.

Islam Channel (October 2010 - March 2013)

I pitched and wrote a series of historical documentaries for a London based satellite channel broadcasting internationally and with a massive audience share amongst Britain's Muslim community. My output included feature length documentaries and series of short 5-minute films exploring historical events in a contemporary context.

What clients are saying about my work

I have developed a reputation as a writer who is passionate about what he does and will go the extra mile to deliver copy that is finely tuned to the client's brief, is optimised for organic search ranking and represents an in-depth study of effective content marketing techniques and strategies.

- ✓ “Always comes through with top quality content and super easy to work with.” ***** Izaak C (ApplInstitute)
- ✓ “Excellent articles, well written and SEO'd, quick turnaround – hope to work together again” ***** Dan M (Swanky Apple)
- ✓ “Dan is professional, fast and importantly – a great writer. Went above and beyond.” ***** Thomas G (Audio Jungle)

Education

First Class BA (hons) in Film Studies, Creative Writing and Video Production from Buckinghamshire Chilterns University College College, 2001 - 2004

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An itemised list of my content with links to samples can be found at <http://bit.ly/2f8subDa>