

# Sally Ormond

Copywriting  
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/sallyormond>

## Professional Experience and Curriculum Vitae

As a freelance copywriter I will work closely with you and listen to your needs and aspirations, take time to get to know you, your business, your products/service and - most importantly - your customers.

Through creative and powerful customer-focused, benefits laden copy, you will enjoy greater online visibility and conversions, brochures that sell rather than just inform, emails that get opened, read and the reader takes action...

Basically your marketing materials will work saving you time and money.

Plus I will create powerful SEO copy for your website that will attract and convert as well as provide information to help you devise a workable and effective SEO strategy.

Whether you need me for a one off project or on a retainer basis, I will help you give your marketing a much needed boost.

## Previous Clientele

BT Marketing Solutions  
BT Tradespace  
Thomson Reuters  
Cisco  
Deloitte  
Cognito Media  
Clarity International  
Stage Technologies  
Origin 8  
Danfoss  
CPD Powerline  
DAP UK  
Imaginative Traveler  
Affinity PR  
Aquascript  
Pendragon Productions  
Foundation East  
Japanese Language School  
Nexus Globalnet  
Road Angel  
Robert Majkut Design  
Survey Solutions

## Awards and Accolades

As a professional copywriter, Sally currently works with companies in the UK, Europe, USA and as far afield as Japan and Trinidad & Tobago. Her clients range from SMEs to FTSE 100 companies and cover a diverse range of industries.

Working as part of their team, Sally helps save them time and money by creating powerful and

compelling sales copy that boosts sales and their market visibility.


Her broad range of copywriting services cover all their on and off line marketing needs with SEO

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Protecting your memories

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**Secure**  
Enjoy safe surfing

Worried about viruses when surfing the Internet? Relax and surf securely as **BT NetProtect** shields your computer and private files from viruses and hackers.

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**Supported**  
One to one expert assistance

Not sure where to start? Let our experts set up **secure wireless** around your home. One of our experts can give you support over the phone or in the comfort of your own home.

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Once you've backed up your MP3 files on Digital vault, let them free with the BT Internet Radio, in addition to giving you access to over 5000 stations from around the world, it can also stream music stored as MP3's off your PC. The **Internet Radio** wirelessly links to your PC, and enables you to enjoy your favourite music anywhere in the house – buy now for **only £89.99** from the BT Shop.

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## Keeping your finger on the pulse...

March 2009

### Welcome...

...to @Work Recruitment's first bi-monthly newsletter. In each issue we'll bring you the latest industry news, handy hints and advice on all things recruitment.

@Work is all about keeping things straightforward, level-headed and results focused, providing local understanding with a human approach to our services.

We are here to make your job or candidate search as painless, stress-free and enjoyable as possible. So without further ado, sit back and enjoy our inaugural newsletter.

### Happy Birthday!

It hardly seems possible that we've celebrated our first birthday already.

What an incredible year it has been - thanks mainly to the great support that we have received from local businesses!



### Welcome, Craig Cordle!

It is with great pleasure that we can introduce our new consultant.

Craig Cordle will have the primary focus of Permanent Recruitment across the Ipswich and Suffolk area. Craig brings with him a wealth of recruitment experience and we are thrilled that he has chosen to join us. Welcome aboard!

### Boss of the Year Award 2008 - @Work in association with Town 102

We pride ourselves on being a local independent consultancy and are great believers in giving recognition for work well done. That's why we got together with Town 102 to search for Suffolk's Best Boss.

The 2008 winner is James Gayfer of The Paper Company

"Since joining The Paper Company in June 2007, I have found support from both above and below which has enabled me to create and manage the team I have today. Therefore to have been nominated by my team and successfully win the 'Boss of the Year' made me extremely proud.

It also made me realise that managing people in the way that you would like to be managed yourself, brings the best out of them."



### 10 Tips for a winning CV

There are recruitment companies and there are RECRUITMENT COMPANIES. @Work definitely fits the latter description.'

Christine Lock, MD  
CPW Computing

## welcome



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Design is all about creating a space that performs superbly and looks beautiful.

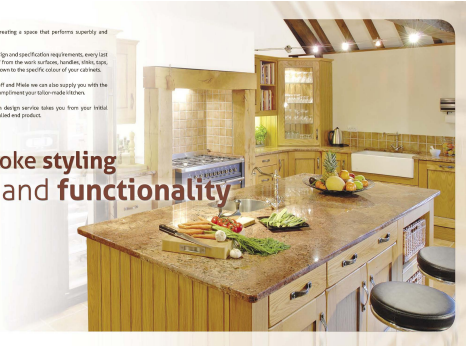
Built to your exact design and specification requirements, every last detail is taken care of from the work surfaces, handles, sinks, cups, flooring, lighting down to the specific colour of your cabinets.

As main agents for Haff and White we can also supply you with the latest appliances to complement your tailor-made kitchen.

Our complete kitchen design service takes you from your initial ideas to the fully installed and product.



**Bespoke styling  
and functionality**



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Innovation in performance engineering



**STAGE**  
TECHNOLOGIES

Our expertise, your imagination

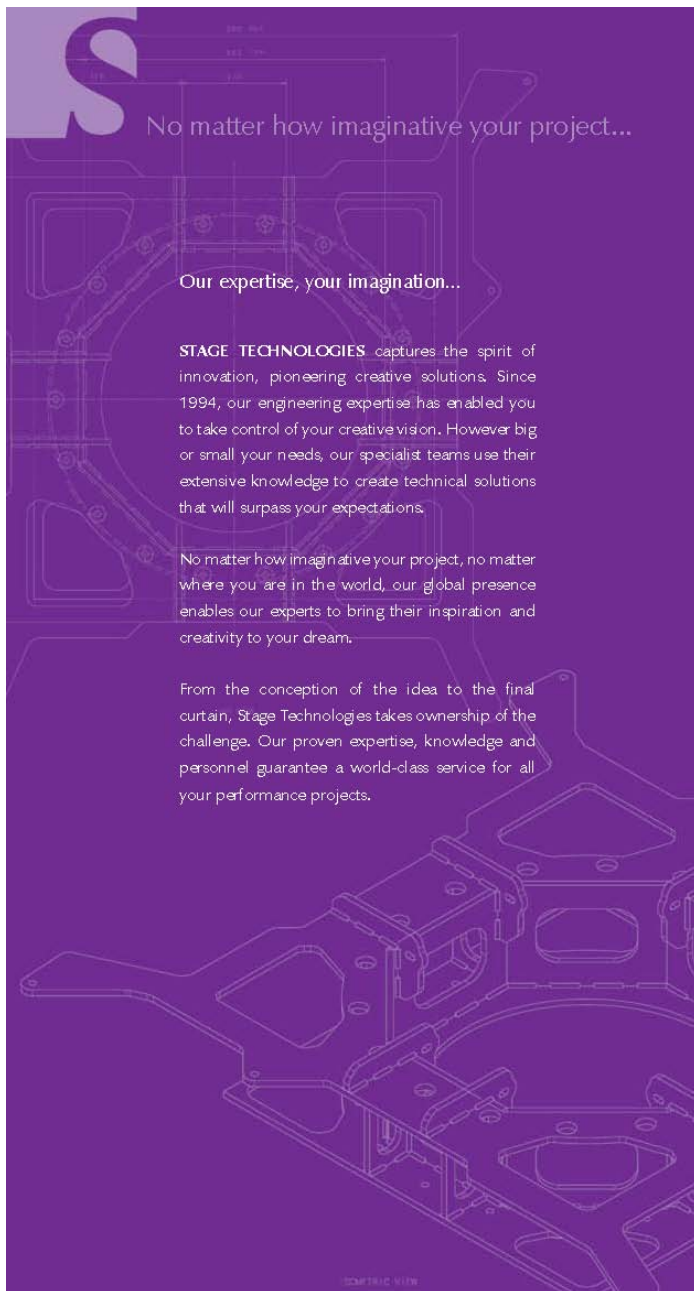
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No matter how imaginative your project...

Our expertise, your imagination...

**STAGE TECHNOLOGIES** captures the spirit of innovation, pioneering creative solutions. Since 1994, our engineering expertise has enabled you to take control of your creative vision. However big or small your needs, our specialist teams use their extensive knowledge to create technical solutions that will surpass your expectations.

No matter how imaginative your project, no matter where you are in the world, our global presence enables our experts to bring their inspiration and creativity to your dream.

From the conception of the idea to the final curtain, Stage Technologies takes ownership of the challenge. Our proven expertise, knowledge and personnel guarantee a world-class service for all your performance projects.

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BT Marketing Solutions
Website Design
PPC and PPC Services
Why does your business need BT Search Marketing?
Search Marketing explained
Why BT?
It really is good to talk
Sounds great doesn't it? But it doesn't stop there.
What our customers are saying



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Website for Danfoss Group Global, featuring navigation links, a search bar, and detailed product information for P2 and P3 Power Modules, including features, value added power, and keeping cool under pressure.

Website for Imaginative Traveller, featuring a search bar, navigation links, and detailed information about the Masai Mara & Mountain Gorillas tour, including pricing, reviews, and a sign-up for the newsletter.

View full page at: http://www.imaginative-traveller.com/trips/gamg/6488




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Why choose SQC Clinical Trial - making your research our priority
Our Mission
The efficient setting up and running of your clinical trial is essential if they are to yield the quality of data you need.
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Through continuous investment in training, SQC offers you:
- Efficiency of work delivered within your timeline and budget
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- Full confidentiality
SQC Clinical Trial is based in the Midlands in the UK and has experience of working with sites in the UK, France, Spain, Belgium and Switzerland.
Call us today and enjoy approachable and innovative support for your next clinical trial.
Our values
Adhering to strict guidelines, our aim is to provide you with exceptional service to exceed your requirements and expectations.
By focusing and adhering to Good Clinical Practice (GCP), EU directives, current national laws, regulations and your study protocols, we help you deliver world-leading results to patients around the world.
The underlying GCP is essential within the clinical trial. Not so non-compliance results in poor data quality, a risk to the subject's safety and the potential for your study data or marketing application to be rejected.
Values Samard, representing SQC Clinical Trial, is a member of:
- The Institute of Clinical Research (ICR), the largest professional clinical research body in Europe and India
- Project Management Institute (PMI). Therefore adheres to the Code of Ethics and Professional Conduct and the core values of responsibility, respect, fairness and honesty.
The Institute of Clinical Research
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Project Management Institute
Call us today for a high quality study delivered within your timeline and budget.
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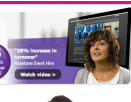
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
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**Design consultation** with a professional web design agency

**Training and support** to help you get the most from your website

**Up to 20 web pages** and 120 hours of design for 3 of these pages

**One additional service of your choice** (e.g. image gallery, image introduction, or video page)

**Free unique trackable telephone number** so you can track sales coming through your website

**Analytics** to show website hits, calls received, Facebook likes and shares etc.

**Logo design** to make your brand stand out

**3 Ready-to-use images**

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Plus, with a domain name, up to 5 email addresses and hosting, BT Web Expert is probably the most comprehensive website package on the market, offering your business everything.

**Keeping up to date**

Every brand has a website. It's a must!

**BT Web Expert** provides a whole new way of looking at web design. It's not every day that you get offered a website that comes with a free consulting specialist, that helps exactly what you get with **BT Web Expert**. And it's not every day that you get a 30 day trial to find out whether it's really what you need. And it's not every day that you get a 30 day trial to find out whether it's really what you need.

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**Get social**

Your marketing strategy isn't complete without social media, which is why your BT Web Expert package comes with some heavy weight social tools.

**Facebook Pages** to make your website more prominent in the local search

**Google Business Pages** so you can interact with your customers, and, as Google lists everything locally, boost your chances of appearing in the search results

**Social media sharing tools** to make it easy for your customers to spread the word about us

**Mobile version of your website** so smartphone users can also access your website (no need for a separate site)

**Hang on, We're not finished yet...**

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**There's more**

**You want more? Really?**

Yes, about as many as detailed reports showing how well your website and social media are performing through your administration dashboard. Track your **page call tracking** and **click to call** with a **Free 0800 5870 007** local number so you can track the number of enquiries from website, and how many mobile phone enquiries are coming in. You can make use of the number of calls from your social media and how many mobile phone enquiries are coming in.

**Still not enough?**

Yes, about as many as detailed reports showing how well your website and social media are performing through your administration dashboard. Track your **page call tracking** and **click to call** with a **Free 0800 5870 007** local number so you can track the number of enquiries from website, and how many mobile phone enquiries are coming in. You can make use of the number of calls from your social media and how many mobile phone enquiries are coming in.

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**What our customers are saying**

**“**Not really understanding optimization and often get very nervous talking about it and then back and forth the way they don't know but I'm now building a page that don't necessarily have about that and I feel something I understand more about how the customer experience is in the way and having someone who is willing to do it and without me having to worry about it really has helped.

**Andrew - Polistic Aquatics**

**Watch video testimonial >**

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