

Jakki Bendell MBA ACIPD

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Profile

Jakki is an experienced trainer and coach specialising in *business writing skills*.

Since 2004, Jakki has developed and delivered workshops and coaching on all aspects of writing at work. Courses include *writing reports, bid writing, business email, editing & proofreading, web writing, content marketing and copywriting*.

Jakki has a strong commercial background, having worked as a senior marketing and new business manager for over ten years. As well as training, she also works as a freelance marketing consultant and is a trustee of an online art gallery. This enables her to bring commercial insight and real-world experience to the business of writing.

Jakki brings passion, energy and a high level of interaction to all her training courses. She shares the little-known tools and techniques used by professional writers and marketers to help staff at all levels communicate their ideas. Clients include technology giants, financial analysts, contact centres, civil engineering firms and local authorities.

Her qualifications include an *MBA* from Manchester Business School, and Certificates in *Coaching, Training Practice* and *TESOL (Teaching English to Speakers of Other Languages)*. She is an Associate of the *Chartered Institute of Personnel & Development (CIPD)*.

Career development

Jan 11 to now **Independent Training Consultant – Business Writing**

Skills

www.jakkibendell.co.uk

- Develops and delivers training workshops in all aspects of business writing skills including *business and technical reports, bids & proposals, business cases, email etiquette, blogging and content marketing and copywriting*.
- Provides one-to-one coaching and consultancy for corporate, start-up and individual clients.
- Delivers writing skills training as an associate consultant of several specialist training companies.
- Associate consultant at LearningVoice, UK partner of an EU-funded project to develop *jobcourse.eu* - an online training platform for migrants across Europe.
- Designed and facilitated a series of workshops for head office managers at *Kinleigh, Folkard and Hayward*, resulting in a 100% reduction in branch complaints within three months.

Nov 07 to Dec 10 **HCL Insurance BPO Services (HCL-IBS)**

Corporate Trainer, Learning & Development UK

- Designed, delivered and evaluated all induction and soft skills training for over 800 UK staff.
- Designed and delivered communication skills training and one-to-one coaching for customer service staff representing *Barclays, JP Morgan, AXA, Bank of Ireland* and *Pearl*.

Apr 04 to Nov 07 **Teaching and voluntary work abroad**

Thailand, China, India, Spain and UK

Highlights included setting up and managing a profitable homestay business with a Spanish language school; voluntary work for a human rights NGO in India; and teaching English in South-East Asia and Spain.

Jul 92 to Mar 04 **The Reader's Digest Association**

Director New Business Europe/ Head of New Business UK (Jan 00-Mar 04)

- Established new businesses and marketing channels in Europe.
- Identified opportunities, secured corporate investment, negotiated with suppliers and recruited key staff.
- Projects included email marketing, telemarketing, health supplements and children's publishing.

Marketing Manager/Product Manager UK (1992 –2000)

- Managed all aspects of book publishing businesses worth over £25M in revenue.
- Managed and developed teams of 4-8 marketing professionals.
- Studied and qualified for full-time MBA (*Oct 97-Apr 99*).

Qualifications

- MBA (*Manchester Business School*)
- CIPD Certificate in Training Practice and Associate Member (*BPP Business School*)
- NCFE Certificate in Coaching (*Newcastle College*)
- TESOL Certificate (*TEFL International*)
- History B.A Hons (*University of Manchester*)

Interests

Hiking, creative writing, theatre and the arts. Trustee and Director of *The Other Side Gallery Ltd*, a registered charity supporting marginalised artists in London.