

# Jakki Bendell MBA ACIPD

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## Profile

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

Since 2004, Jakki has developed and delivered workshops and coaching on all aspects of writing at work. These workshops include *technical report and business writing, winning bids, professional email, business cases, editing & proofreading, business English as a second language, handling complaints and blogging & content marketing*.

With a background in marketing and new business, Jakki brings commercial insight to the business of writing. Clients include professional bodies, local authorities and firms in the technology, financial services and engineering sectors.

Jakki brings passion, energy and a high level of interaction to all her training courses. She shares tools and techniques used by professional writers to help staff communicate their ideas clearly, concisely and persuasively. Delegates frequently comment that she has brought a potentially dry subject to life.

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

## Career development

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- Jan 11 to now     **Business Writing Consultant and Freelance Trainer**  
[www.jakkibendell.co.uk](http://www.jakkibendell.co.uk)
- Writes and delivers training programmes on all aspects of business writing skills including *technical report and business writing, bids & proposals, business cases, email etiquette, blogging and content marketing* and *business English for speakers of other languages*.
  - Designs and delivers writing skills training as a freelance associate of several training and documentation specialists, including *Plain Words, Writing Machine, Silicon Beach, Speak First* and *Thomas Telford Training*.
  - Provides writing services to public and private sector organisations including user guides, training documents, customer service and marketing materials.
  - Has worked with a diverse range of organisations including finance, health, IT and software providers, consultancies, charities and local authorities.

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 a successful Homestay business in London with a Spanish language school.
- Teaching English as a foreign language 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 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

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- 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

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