

Jakki Bendell MBA ACIPD

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Jakki is a freelance writer, coach and trainer who specialises in business writing, technical writing and copywriting. She helps clients in the private and public sectors produce more effective marketing copy, web content, bids, training materials and reports.

Jakki has a strong direct commercial background, having worked as New Business Director for Europe at **The Readers Digest Association**. Keen to start her own business, she now provides freelance writing, training and marketing services to organisations.

Her industry background includes financial services and business process outsourcing (BPO) services as well as direct marketing and publishing.

Since 2004, Jakki has developed and delivered workshops and coaching on all aspects of writing at work. Her workshops include smart bid writing, report writing, business letters and emails, editing & proofreading, web writing, corporate blogging, eNewsletters and handling complaints.

Jakki's 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).

Testimonials

"Jakki is a highly skilled technical author and trainer. I've had excellent feedback from my clients for all of the work she has done. She gets on well with people and is always pleasant to deal with." **Peter Meherne, Director, Plain Words, UK**

"I engaged Jakki to help my business with business writing and she did not disappoint. She gave practical, easy to use tips that has significantly improved our writing for various documentation. She was a pleasure to work with and I would definitely use her again. You won't be disappointed if you work with her." **Lee De Souza, Harrison Bridge Executive Recruitment**

"I found Jakki to be both professional and personable and enjoyed discussing and developing ideas with her. She always delivered on time and never failed to make helpful and useful suggestions for improvements." **Jessica Weaver, Product Development Manager, NEC Contracts, UK**

Career development

Since 01/2011 **Freelance Writing and Training Consultant – Business Writing**
www.jakkibendell.co.uk

- Provides writing services, including editing and proofreading, web content and training materials to public and private sector clients.
- Develops and delivers training workshops on all aspects of business writing: smart bid writing, digital writing, business email, reports, copywriting, editing & proofreading etc.
- Clients include British Pipeline Agency (BPA), East Midlands Trains, ITEC Skills and Employment and The Institution of Civil Engineers (ICE).

11/07 to 12/10 **HCL Insurance BPO Services (HCL-IBS)**

Corporate Trainer, Learning & Development UK

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

04/04 to 11/07 **Teaching English and voluntary work abroad**

Thailand, China, India, Spain and UK

Teaching English in South-East Asia and Spain. Voluntary work at human rights NGO in India (writing funding bids and annual report).

07/92 to 03/04 **The Reader's Digest Association**

Director New Business Europe/ Head of New Business UK (01/00-03/04)

- Developed business cases to secure funding for business opportunities across Europe with McKinsey consultants.
- Worked with internal and external stakeholders to launch new businesses and marketing channels.
- Projects included financial services publishing (Moneywise magazine), insurance, e-commerce and children's publishing.

Marketing Manager/Product Manager Condensed and Series Books UK (07/92 – 01/00)

- Managed all aspects of book publishing businesses worth over £25M in revenue.

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*)
- ITIL