

# Chris Kenworthy

Copywriting  
United Kingdom

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

## Professional Experience and Curriculum Vitae

I've seen way too much emphasis placed on graphic design and technical jiggery-pokery. Then right at the last minute just before a web site goes live someone spots 'lorem ipsum' place-holder text everywhere. Panic ensues. "Anyone know a good copywriter?!"

Great visual appeal and function is important but short-lived. What really matters is a strong bond with your audience and clear communication. But so many high-profile web sites showcase meandering and uninspiring copy that reads like it was written: badly. That makes me cry inside.

You need someone who can bring a fresh approach to copywriting for your web site or print project. Someone with a thoughtful outlook on life and a pithy sense of humour in balance with eloquent formality. All polished off with an instinct for the right style of copywriting for the job. That'd be me. Hello.

My copywriting gives you:

- Higher search engines rankings
- More repeat visits
- Loyalty
- Increased sales
- Clearer communication

Oh ... and I also produce striking photography which makes an easy bedfellow for excellent copywriting.

## Previous Clientele

Please kindly get in touch for more information.

## Awards and Accolades

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