

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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Safe




Safe
Protecting your memories

Why risk losing precious memories? With 20GB secure online storage with **Digital Vault Plus**, you'll never have to worry again. Sign up today and protect, share and back up your files online.

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Secure




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.

[Protect my PC](#)


Supported



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.

[Support my PC](#)



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.

[Buy now](#)

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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

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

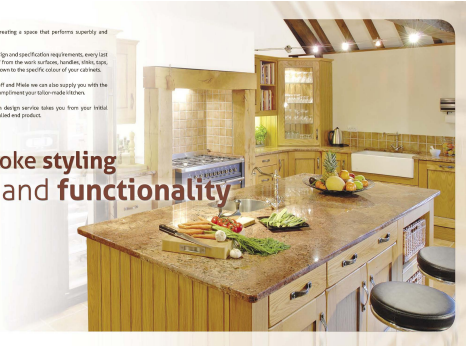
Built to your exact design and specification requirements, every last detail is taken care of from the work surfaces, handles, sinks, cups, flooring, lighting down to the specific colour of your cabinets.

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



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TECHNOLOGIES

Our expertise, your imagination

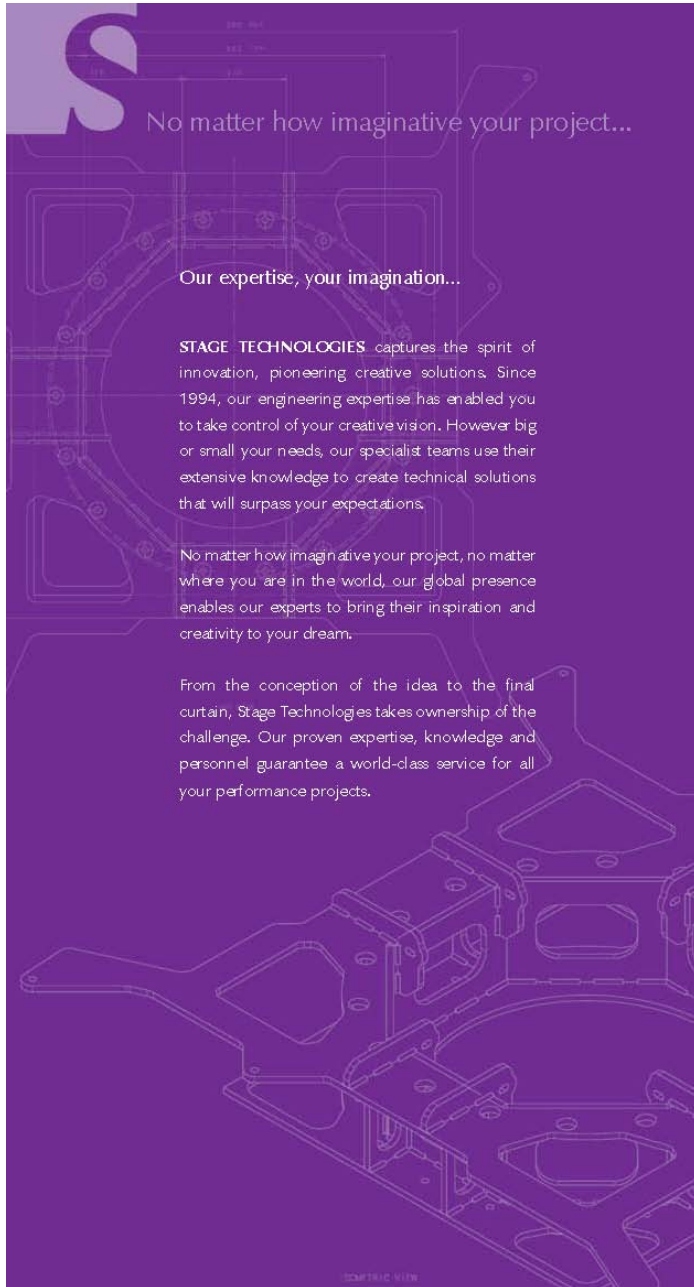
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helpdesk 656.227.2902, fax 656.227.0213

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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.

ISOMETRIC VIEW

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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 sidebar menu, and a main content area titled 'Power Modules - P2 & P3' with detailed technical specifications and a 'Danfoss' logo.

Website for Imaginative Traveller, featuring a header with navigation links, a main content area for 'Masai Mara & Mountain Gorillas' with a detailed description and a photo, and a sidebar with search filters and a newsletter sign-up.

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

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SQC Clinical Trial
We care about your research
Call us today on +44 (0)7913660787 and make sure your next clinical trial is run efficiently, professionally and safely.
SAFETY of your patients must always come first. Avoid the cost of putting your patients health at risk by taking a proactive approach to the management of your trial.
Why are there so many failed clinical trials?
The efficient setting up and running of your clinical trial is essential if they are to yield the quality of data you need.
Founded by Sophie Samard, a freelance research scientist, SQC will offer you experience and assistance in the early and late management of your clinical trial.
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- Efficiency of work delivered within your timeline and budget
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- The flexibility to provide you with a bespoke service
- Full safety of your patients
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- Effective communication
- Bi-lingual communication in English and French
- Full confidentiality
SQC Clinical Trial is based in the Midlands in the UK and has experience of working with sites in the UK, Ireland, France, 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.
Valerie 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
Project Management Institute
Call us today for a high quality study delivered within your timeline and budget.
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BT Web Expert

With 1-2-1 monthly online marketing sessions with a dedicated consultant, we'll make sure you achieve your goals with a website that always delivers. [Get a free web review >](#)

£95

per month

plus VAT

includes everything you need to get started

Webinars >

Get your very own dedicated online marketing consultant

It's not every day that you get offered a website that comes with its own online marketing specialist. But that's exactly what you get with BT Web Expert.

Every month, you'll get an hour's 1-2-1 call with your dedicated consultant. After your initial call to find out what you want to achieve online, your consultant will work with you to make it happen.

And don't worry, we won't bombard you with advertisements and then make a claim for it. That's not the BT way.

Tailored to your goals, your online marketing sessions will cover areas (in plain English) such as:

★ Choose the best search terms

★ Write in local search

★ On-page optimisation

★ Build your online presence

★ Google analytics

★ Develop business winning content

★ Write in local search

★ Optimise your Google Places listing

★ How to grow your Facebook fans

★ Email marketing

★ Image and video optimisation

What's more, we'll even do the work for you if you want. And don't worry if you can't make one of your scheduled calls, we'll do whatever's necessary and tell you what we've done in a blog post that can be accessed through the dashboard on your website's administration area.

How cool is that?

Your website powerhouse

So, what are these extras we mentioned?

★ Monthly 1-2-1 complete with detailed how-to guides to help you grow your business

★ Facebook Page and Google Places set-up, plus social media sharing tools to boost your online visibility

★ Google maps embedded on your contact page

★ Mobile version of your website

★ Search engine optimisation to help you get found in the search results

★ Design consultation with a professional web designer

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

★ Up to 20 web pages and 250 words of copy for 2 of those pages

★ The additional services of your choice (e.g. image gallery, image optimisation, newsletter or other content)

★ Free unique trackable telephone number so you can track calls coming through your website

★ Easy to use administration area so you can edit pages and update your content

★ Analytics to show website stats, calls received, Facebook fans and shares etc.

★ Logo design to make your brand stand out

★ 3 royalty free images

★ Free website redesign every 3 years

Plus, with 1 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 it needs to succeed online.

Keeping up to date

It's a brand new website every 3 years?

BT Web Expert Online is a website we make of everything and everything that you do on your website. We'll make sure you have a full copy of everything you need to get started. And we'll make sure you have a full copy of everything you need to get started. And we'll make sure you have a full copy of everything you need to get started.

You'll never have to worry about your website looking out of date.

It's not every day that you get offered a website that comes with its own online marketing specialist. But that's exactly what you get with BT Web Expert.

Every month, you'll get an hour's 1-2-1 call with your dedicated consultant. After your initial call to find out what you want to achieve online, your consultant will work with you to make it happen.

And don't worry, we won't bombard you with advertisements and then make a claim for it. That's not the BT way.

Interact with your customers

Be social, interact and add value

Get found and spread the word

Getting social

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

You'll get:

★ Google Places - to make your website more prominent in the local listings

★ Facebook Business Page - so you can interact with your customers, sell, or Google lists everything local, 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 you to their friends

★ Mobile version of your website - so smartphone users can also access your website on the move

Hang on, we're not finished yet...

There's more

You want more? Really?

Oh, you should access to detailed reports showing how well your website and social media tools are performing through your administration dashboard. You'll also get call tracking and click to call with a free 0800, 0800 or local number to show the number of enquiries from submitted, and how many social media shares you're receiving per day and the number of visits from your social media pages etc.

Still not enough?

How about a range of additional services? In an extra cost you could add extra pages, an image gallery, newsletter, image gallery or video player.

And don't forget, you get one hour of 1-2-1 with your BT Web Expert consultant.

Now that's what we call an online marketing powerhouse.

What our customers are saying

Andrew - Patisserie Aquatica

Watch video testimonial >

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Helping you make the most of your business

Is your current website underperforming, or do you need a website, but don't know when to start? Call us now for your free consultation. Our experts are happy to hear what about any aspect of your online business, and it's 100% free. No obligation. The hours are!

Call us now on: 0800 5870 007

FREE Web review

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Responsive CMS

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