

Bruce Finch: Copywriter

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Hi

I recently ended a 12-year role at Success Resources Australia (SRA) as the conceptual Copywriter in their fast-paced, in-house creative marketing team promoting educational events covering personal development with a focus on business, wealth and finance.

I have extensive experience working within the disciplines of the digital space incorporating SEO best practise, extending concepts and language across all media channels.

My primary tasks have been as content custodian for SRA's many event websites and the daily emails and other communication steering prospects towards them. Utilising tools such as Crazy Egg heat mapping, A/B testing and Google Analytics regular updates were made to maximise relevance and ease of use for consumers and, of course, conversions for SRA.

A routine exercise has been taking content from various sources and distilling it into a unified tone of voice. I'm as comfortable delivering information content as retail and I have shown again and again the ease with which I can absorb and apply the information, style and culture of an organisation.

With a strong graphics background I am very familiar with the Adobe suite of products and, as creative director for a number of advertising agencies and creative head of the marketing department at my latest role, I have led teams of designers, developers, finished artists and other writers.

I'm known as something of a precision fanatic – without letting that get in the way of relaxed, conversational communication where appropriate.

The most attractive feature for me in any role is working within an equally motivated team.

Yours

A handwritten signature in black ink that reads "Bruce Finch". The signature is fluid and cursive, with a long horizontal stroke at the end.

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