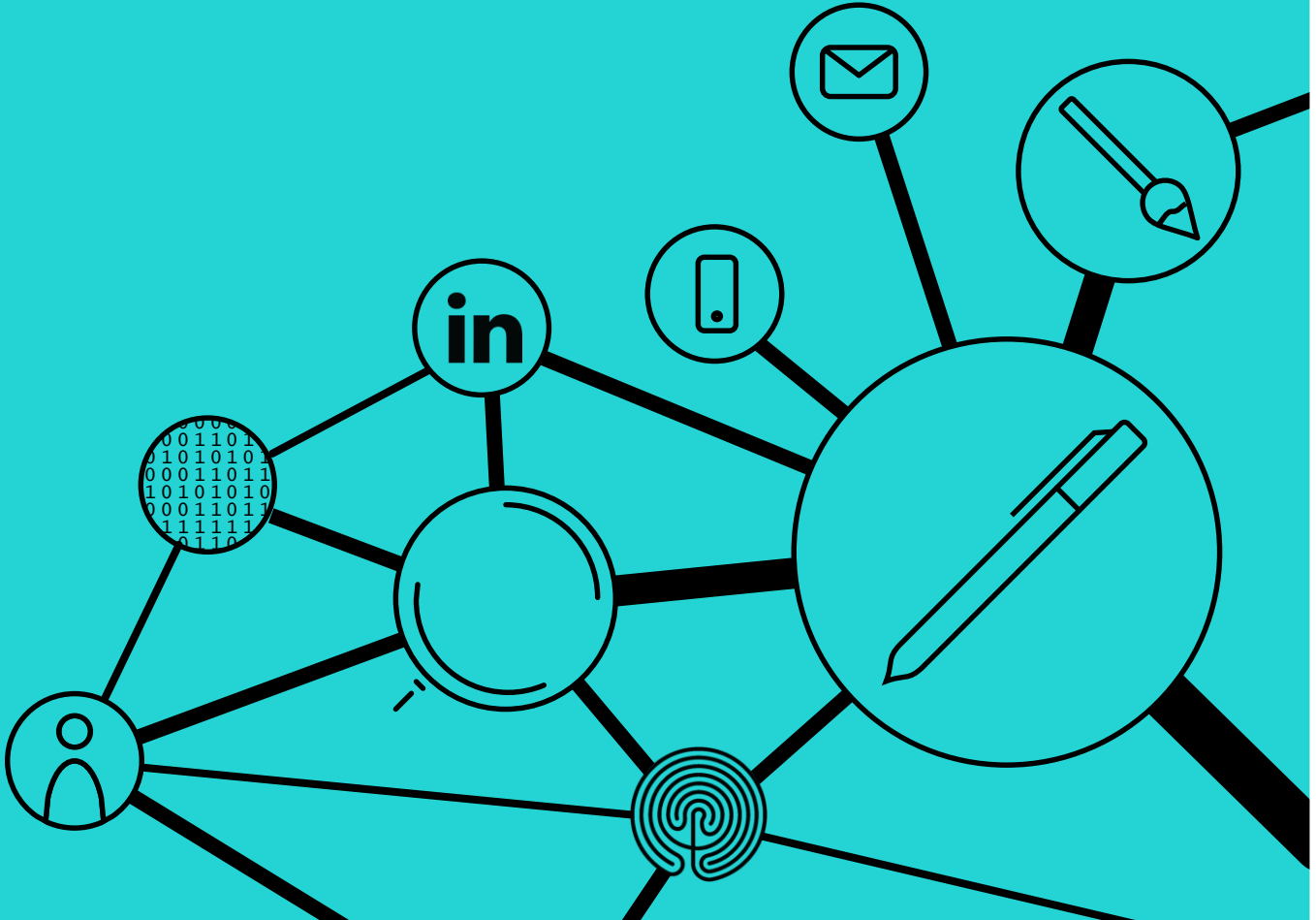


Company brochure



DAN QUIOTE

copywriting | editing | research

- ✦ **Dan Quixote** is a copywriting, editing and marketing support business focusing on B2B marketing of technical products and services. With a background in research consulting and strategy focused on complex markets like legal practice, telecommunications and financial services, I am well-positioned to articulate the value of your products and services in terms of customer need, whether your stakeholders are as technical as your offering or not.
- ✦ With four years' **experience** as a senior research consultant and copywriter, I researched, delivered and wrote reports in excess of 100,000 words on behalf of **C-suite executives** at FTSE 100 companies, and **managing partners** of global 200 law firms. Drawing on my expertise as an **NCTJ-qualified journalist**, as well as a **strong educational background** (PPE at the University of Oxford, and a masters' degree in Philosophy from CEU Budapest), I am well equipped to present high level stakeholders with copy that speaks their language and encourages their trust.
- ✦ Clients I have worked with include **Weil Gotshal, BT, RBS, Norton Rose Fulbright** and **Addleshaw Goddard**, frequently writing for and presenting to C-suite and managing partner level stakeholders.
- ✦ My approach to B2B copy is that it works best when it is **efficient, direct, targeted** and **of substance**. When products and services are technical, the role of marketing is to speak to your customers in their own language, and shape your products and services around their needs. When the customer has read your copy, they should feel they have made progress toward solving a problem *they* care about.
- ✦ I'm here to help you put customer value at the centre of your content strategy. I'm a **determined** and **adaptable** professional with the writing skills and business knowledge to help your customers understand what your products can do for them. **Get in touch to start enjoying my services today.**

case study: copywriting

- ✦ My client here was a Yorkshire-based SME providing systems engineering tools and consulting, historically to aerospace and defence clients in both the public and private sectors. After winning a contract with a major rail infrastructure manager, my client decided to expand its marketing efforts to the rail sector, using an account-based approach.
- ✦ My role was to research and write a series of white papers (~4500 words each) targeted at the business needs of several key potential customers in the sector. Producing the white papers required me to build a detailed understanding of key business goals and pressures in the rail supply sector, as well as of my client's novel and technical product portfolio. The white papers were also required to be written in such a way that individual sections could be reutilised for social posts and other campaign assets.
- ✦ The white papers were extremely well-received by the client, and launched immediately on a tight campaign schedule.



case study: marketing research



- ✦ After winning a couple of contracts in an industry it had not previously targeted, my client here wanted its consultants to be more capable of capitalising on that success and selling to that industry more broadly. To do that, it needed to build a general understanding of the industry, how it worked, and how its services might be relevant in different segments.
- ✦ My role here was to capitalise on my background as a researcher and produce a document for internal distribution to educate my client's consultants on a wide range of topics related to that industry, including but not limited to:
 - ✦ Structure of the market in terms of segments and major players;
 - ✦ Descriptions of target organisations' products and services, relating that to my clients' prospects for business development in each case;
 - ✦ Identification of key targets at both a company and individual level;
 - ✦ An overview of multiple industry trends and 'talking points'.
- ✦ The final report ran to almost 50 pages, and was distributed throughout my client company. I was since recommissioned to refresh the report to reflect major developments in the industry.

case study: editing

- ✦ Having established itself as a key player in a niche industry, my client had for a long time been running a trade magazine with a wide circulation and general esteem among its very technical readership. With the my client looking to apply its products and services in new markets, it had established a similar publication, by necessity addressed to a less technical audience.
- ✦ The technical consultants who had previously written for the other publication were proving less adept at addressing material to this different readership. My role here was as a copy editor, rewriting material provided by technical authors to better interest a more general business audience, and articulate the benefits of products and processes covered in terms of broad business goals.
- ✦ My work with the magazine is still ongoing as new issues are produced.



About me

Experience

- + **Freelance Copywriter and Marketing Consultant (Dec '19 – date)**
- + **Research Partner at Wilbury Stratton (Mar '19 – Nov '19)**
- + **Senior Research Associate at Wilbury Stratton (Jun '17 – Mar '19)**
- + **Research Associate at Wilbury Stratton (Mar '16 – Jun '17)**

Fully accountable for the delivery of multiple simultaneous projects across the product portfolio, including executive intelligence, research and executive search. Somewhat specialised in the legal sector, for which I was the lead researcher.

Frequently led project teams of up to eight, managing and contributing to the complete research process, including direct engagement with primary sources up to exco/partner level at Global 500 companies and Global 200 law firms, statistical and qualitative analysis of findings, writing and editing research reports (often >100,000 words), and presentation of findings to exco and partner-level clients.

Skills included end-to-end project leadership for intelligence, research and search projects, project planning (resources, timelines and cost); team management, mentoring and training; leading both external and internal stakeholder relationships; analysis of qualitative

and quantitative data; and planning and leading the synthesis of findings into comprehensive reports.

Promoted directly to Research Partner from Senior Associate, skipping the Principal grade entirely. All others at that grade had started their career at least five years prior to me.

Led the delivery of dozens of research projects and director/partner level executive searches.

Developed new products and tools to enhance both our direct offering to clients and improve the research process, including a statistical analysis of search feasibility and practice performance for the legal sector, which was both sold independently to a new law firm client and became a standard part of our legal reports and research process. By developing new web scraping tools I also enabled extremely large scale projects across all sectors.

Strong performer in client presentations, with experience presenting to global practice heads at some of the largest law firms in the world, as well as FTSE 100 exco members.

Wrote and delivered well-received internal training sessions to introduce new researchers to the legal sector.



About me

Education

✦ **University of Oxford**

BA Philosophy, Politics and Economics (Oct 2010 – Jun 2014)
Grade: 2.1

✦ **Central European University, Budapest**

MA Philosophy (Sep 2014 – Jun 2015)
GPA: 3.65

✦ **Brighton Journalist Works**

NCTJ Diploma in Journalism (Sep 2015 – Feb 2016)

✦ **Whitby Community College**

A levels and GCSEs (Sep 2006 – Jul 2010)
6 A levels (A*A*A*A*AB), 1 AS level (A), 10 GCSEs.





info@danquixote.co.uk



+44 (0)7393 199 212



linkedin.com/company/dan-quixote



danquixote.co.uk

