

Carole Seawert Facilitator/Coach



Carole is a business-to-business copywriter who helps organisations raise the impact of their marketing communications. With a talent for creating engaging copy that's clear, concise and compelling, Carole writes all kinds of marketing materials, from websites and e-newsletters to brochures and mailshots.

Carole has a background in marketing and PR and was previously head of public relations at the Financial Times. She has been a copywriter since 1999, working primarily in the professional services, finance, public sector and technology industries. Organisations she has written for include Capgemini, Citibank, Hitachi, TfL, Metropolitan Police and four of the UK's Top 20 UK law firms: Ashurst, CMS, Herbert Smith Freehills and Taylor Wessing. Projects she has worked on range from creating employer brand guidelines for Lebara, to devising a new tone of voice plus website for the MergerMarket Group, to writing a monthly staff publication for Sony Ericsson.

Carole is a strategic thinker who knows how to ask all the right questions. She will interrogate and interpret a client's brief with intelligence to produce powerful benefits-led copy that's right first time. Her intuitive listening skills mean she is able to quickly get under the skin of a client to 'get' their business need immediately.

Carole's work divides into four main areas. In addition to her core offering of writing marketing materials, she provides an eagle-eyed proofing service that corrects grammar, punctuation and spelling errors. She also helps organisations find the right tone of voice that aligns perfectly with their brand and personality. The fourth string to Carole's

bow is helping individuals transform their LinkedIn profile into an impressive selling tool that really stands out from the crowd.

Carole's online alter ego is Apostroph3 Woman whose mission is to save the English-speaking world from misusing apostrophes. When she's not out and about with her apostrophe on a stick, Carole is a keen photographer who loves taking shots of flowers. She is also a keep fit enthusiast who can be found several times a week either in a class at her local gym or ploughing up and down the swimming pool.