

Jeremy Renals

I write and edit for business, including marketing copy, technical writing, scripts and bids. I analyse, organise and clarify, as well as presenting what's important to the reader. I have worked with some of the biggest names in IT and engineering, helping them to make multi-million pound sales to international clients.

Technical copywriter : [Oxford Word Salon](#) January 2008 - Present

Writing and editing, my main contracts have been with:

- **Jaguar Land Rover**, turning complex policies into clear action for an HR portal
- **Aveva** and **8over8**, shaping white papers for thought leadership
- **Wildfoundry Ltd**, writing guides for electrical products and user interfaces
- **Atos Origin**, who provide IT consulting services for worldwide organisations including the Olympic Games
- **EuroFuelTech Ltd**, producing technical manuals for making biodiesel

Have also written copy for **Nokia**, **Acrotrend**, **Oxford University Press**, **Factor 21**, **Bartington Instruments**, the **Business Link West Midlands'** Business Fears campaign (billboards, radio, mailers and press), and for **Carestream Health**. Other work includes web copy for energy technology giants **QinetiQ**.

Bid Writer : [Amey Infrastructure Services Ltd](#) September 2006 - October 2007

I worked with engineers and managers to produce bids for multi-million pound maintenance contracts. Most work was on Strategic Highways, but included work for local authorities and Facilities Management. Copy edited their submissions in Oxford and at offices nationwide. Have since been invited back to work freelance.

Author : [Understanding AS accounting for AQA](#) 2005 - 06

Following a gap in the market, I wrote a course book on accounting, which Manchester University Press published in 2006. The work is studied intensively throughout the AS course, and writing it tested my analytical skills as well as my communication skills.

Lecturer : [Oxford Business College](#) Jan 2001 - Sept 2006, Jan 2011 - Mar 2015 Oct 2016 - present

Part time, I have guided students through college courses in maths, accounting, economics, management, strategy, law, HR and communications, helping them to qualify for university places. I have also taught maths and physical sciences.

Broadcaster : [BBC Radio Oxford, 107.9fm Oxygen/Fusion](#) May 1996 - Oct 2004

On BBC Radio Oxford I wrote and presented bulletins, and contributed as The Popular Scientist. Before this I was the editor and presenter of science broadcasting on 107.9fm in Oxford from 1998 - 2002; succeeded with various contributors in making engaging radio from traditionally dry subjects.

Copywriter : [FFwd Precision Marketing](#) October 1997 - March 2000

Toshiba Air Conditioning, Accor Hotels and the Prudential pensions review are just three of the clients written for during two and a half years at FFwd, under creative director Mike Smith. Was hired for my skill with scientific writing, and was closely involved with the Reputations campaign for Toshiba, which MD Ted Berry described as the industry's best ever.

Other occupations include database developer, and communications officer for Oxford Brookes Students' Union.

Personal Information

- Full, clean driving licence
- British citizen
- BBC Mastermind semi-finalist
- Lapsed member of Mensa

Education and Skills

- 2:1 BSc (Hons), Mathematics, Physics and Chemistry, Oxford Brookes University, 1992-1996.
 - I achieved 'A' grades for every report of my degree course
- Word, readme.io, WordPress, Excel, InDesign, Photoshop, Acrobat etc.
 - Mac or PC platforms
- I have taught a full range of business courses to first year degree level, giving me a sound grasp of the business environment.
- I have continued with personal and professional development, e.g. achieving Competent Communicator status with Toastmasters International, member of Professional Copywriters Network.

Interests and Additional Activities

- In 2014 I was a contender on BBC quiz Mastermind with a score of 25. In 2015 I was invited to return, and won my heat with 29 points. I didn't do as well in the semi final.
- In 2006 I appeared on The Weakest Link.
- In my spare time I like reading to learn, listening to jazz, BBC4, Radio 4 and following Reading football club.
- I sometimes conduct baby-naming ceremonies.
- I appeared in a four-part TV documentary about the Blackbird Leys Choir, and was its chair from 2009-11.
- I am past chair of the Oxford Yes Group (2008-2010).
- Since about 2002 I have been a director of a dance camp for nearly 200 people. This involves liaising, managing meetings, and dealing with practical issues such as health & safety.

