

## **Curriculum Vitae**

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### **Personal Objective**

With almost 5 years copywriting experience, I previously held technical positions as a Consultant with Oracle Corp. and Software Engineer in one of N.Ireland's longest established IT companies. With an equal passion for written communication, my career aim is to combine both areas in a technical writing role. Daily, I research, interpret and translate complex information, producing documents and online content for clients across the UK and Ireland.

### **Personal Overview**

Whilst I haven't specifically worked as a technical writer, I have considerable experience dealing with technical internal and external customers who demand understanding and clear communication skills. My success is down to three factors. **1.** Making the best use of time with clients. **2.** Quickly understanding technical concepts. **3.** Clearly visualising their application to the intended audience.

Training has featured heavily in many positions. With Oracle I travelled throughout Europe delivering technology training courses to colleagues. At AAH Pharmaceuticals I delivered software training, on a daily basis, to customers and Queen's Pharmacy students. Most recently, I delivered a copywriting training course to a major legal services company and also ran a Social Media course for Down District Council - focusing on the development of website content and its use in driving traffic and SEO.

I'm a highly analytical, technically minded and professional individual. Yet, when faced with business problems I think independently and find timely solutions. These skills come from my roles with Oracle and Kainos. Both required autonomy and administrative competence in delivery, quality, documentation and testing. Plus, they demanded the confidence to deal with senior internal and external customers – including needs analysis, planning and management reporting.

### **Education**

1991 - 1995 The Manchester Metropolitan University - Bsc. (Hons) Business 2.1

1983 - 1991 Royal Belfast Academical Inst. - 3 A'Levels; Economics, Politics and Geography, 8 GCSE's

### **Employment History**

**Company owner / copywriter** ButterSideUp Communications, 22 Church View, Holywood (Mar'07 – present)

- Meeting with, consulting and interviewing company Directors, public sector representatives, SME business owners and design/digital (web based) agencies.
- Gathering detailed briefings about markets, competitors and products/services, analysing requirements and developing marketing and digital communication strategies.
- Coordinating and managing the productions of visual and written communications which promote/sell products/services, build brand reputation and inspire customer loyalty.
- Writing content, editing existing content and proof reading for a variety of online and offline communications – including SEO optimised website content, government tenders, business plans, corporate literature, marketing collateral, email marketing, editorial, public relations, sales brochures and video scripting.
- Presenting creative ideas for content, style, tone and branding. Developing and running copywriting training courses for clients.
- Establishing quality standards (Plain English), conducting business development activities, planning resources, timescales and deadlines for multiple ongoing projects, managing third party suppliers and handling all administrative tasks (customer tenders, quotations, invoicing and finance).

## Client Testimonials

"I contacted Tim Glasgow, the copywriter I told you about. He has vast experience in compiling and writing websites and already does the job of extracting the info and formalising web content for many organisations and companies etc and perhaps using him on a professional level would ultimately be more efficient than an inexperienced person moving into your environment. Tim has a proven track record in writing technical copy and has the personality to get the info from your people and the maturity to make it all happen."

*Ian Bennington; Director Triplicate Design (Adelaide Street; Belfast)*

"In every project Tim's been very easy to work with. What stands out - his uncanny knack to gauge the tone and content of every project. Pleasure always."

*Iain Slater; Director Slater Design (Holywood)*

### **Business Development Manager** AAH Pharmaceuticals, Walsgrave Triangle Bus. Pk. Coventry (Apr'05 – Mar'07)

- Sold software and hardware solutions to independent & group pharmacies across N.Ireland and the Isle of Man – incl. setting targets, developing the pipeline and converting customers from competitors' systems.
- Liaised with software development team in England, providing feedback and attending meetings to ensure delivery of software customisations appropriate to the Northern Ireland pharmacy market.
- Consulted with pharmacy owners on changes to the Government Pharmacy Contract and provided advice on technical impacts to their business - specifically around the area of prescription 2D bar coding and new patient consultation requirements.
- Project managed installation of equipment (incl. installing local area networks) and software. Setting up test data and training clients in the use of the software. Account managing clients following install.
- Managed technical issues, through third-party engineers, any downtime (incl. out of hours response), managed customer contracts and ensured customers renewed on a yearly basis.
- Delivered monthly presentations and written reports to senior management/directors incl.competitor analysis and sales forecasts. For a period of six months, setup and provided ongoing technology training to 3rd year Pharmacy students at Queens University School of Pharmacy.

### **Hospital Sales** Fujisawa Ltd, 62 London Road, Staines, TW18 4HB (Jan'03 – Mar'05 )

- Received medical training and developed expertise in the human body's immune system, enabling me to successfully sell an immunosuppressant drug to hospital doctors.
- Required a detailed technical understanding of worldwide clinical trials and the ability to present this information to senior medical staff at meetings and round-table discussions in Belfast's teaching hospitals.
- Organised national events in Dublin and Belfast for Dermatologists from across the UK - including sourcing leading speakers from the United States, organising travel arrangements, venues, seminars, accommodation and social activities.
- Provided detailed monthly sales analysis and feedback to colleagues, Managers and Directors.

### **Sales Consultant** Chess Telecom, Heyes Lane, Alderley Edge, Cheshire, SK9 7LA (Jun'02 – Jan'03)

- Part of a team converting SME's telephone services to Chess's discount business scheme. Combination of cold-calling, following leads and converting business users. During the six month period my success rate, on average, was 70%.

**Software Engineer** Kainos Software Ltd, 4-6 Upper Crescent, Belfast BT7 1NT (Nov'99 – Jun'02)

- Lead Designer and Team Leader for the Customer Relationship Management (CRM) software division.
- Worked closely with business analysts, functional specialists and programme/ project managers to understand and formulate business requirements. Wrote design specifications for the technical team and ensured these were interpreted correctly.
- Monitored quality, provided training where appropriate and regularly fed back issues to management; i.e. extra staffing requirements, technical problems and milestones reached.
- Managed the testing and controlled release of software and provided ongoing customer support for clients to avoid downtime or negative business impacts.

**IT Consultant** Oracle Corporation UK, Thames Valley Pk, Reading, RG6 1RA (Jul'96 – Nov'99)

- On clients sites across the UK for up to 6 months. Became fully integrated with the client teams, allowing a complete understanding of the technical customisations required to improve business efficiency.
- Specialised in the areas of HR, Manufacturing and Finance. Interpreted business documents and translated these into design specifications and bespoke applications able to perform a business function more efficiently.
- Constructed 'back-end' databases and manipulated large volumes of customer data. Plus, developed 'front-end' user forms and intelligent reporting modules able to provide detailed business insights.
- Specialised in 'alert' technology and travelled to European locations where I trained colleagues.

**1995 - 1996** Travelled to Canada and worked in various temporary jobs.

**1993 - 1994** Stratton Craig Copywriters, 12 Harley Street, London, W1G 9PG  
*Copywriter (placement year)*

- Proof reading, copywriting and copy-editing duties.
- Managed the company's admin - invoicing, marketing and debt management.
- Conducted a research project to investigate the market for creative writing in the NHS.
- Carried out testing and user training on a bespoke database management system.

Training Courses Attended	Computing Experience
<ul style="list-style-type: none"><li>• Consultancy Skills</li><li>• Presentation Skills</li><li>• Sales Consultancy</li><li>• Team Leading</li><li>• Project Management</li><li>• Database Administration</li><li>• Account Management (4 days – planning, questioning &amp; listening, customer penetration, data analysis)</li></ul>	<ul style="list-style-type: none"><li>• Adobe Photoshop 7.0</li><li>• Microsoft PowerPoint/Word/Excel</li><li>• HTML</li><li>• Relational Databases</li><li>• Client server architecture</li><li>• Local area networks</li><li>• Oracle Developer 2000 (Reports 3.0)</li><li>• PL/SQL</li><li>• Oracle 7.3 &amp; 8i databases</li><li>• Oracle HR, Manufacturing &amp; Financials</li></ul>

**Professional Memberships**

- Institute of Scientific and Technical Communicators (ISTC)
- Association of The British Pharmaceutical Industry (ABPI)
- Institute of Copywriting

## **Other Interests**

- As a previous Chairperson of the Sullivan Parents Association I still remain active in organising and helping out at fund raising events.
- This year I have become a mini rugby coach at Holywood Rugby Club. This involves organising and coaching 20 children aged 7-8, every Saturday, and liaising with other clubs to setup fixtures and local competitions. Shortly I'll be attending an IRFU Ulster Branch training course which will further update my coaching skills.
- I like to get involved with charity work. Next month I'll be doing a sponsored fire walk for a charity called PIPS. This is intended to be the largest fire walk in Ireland and I've been helping the organiser promote the event through social media. I'm also participating in a sponsored 10k night run for the Mark Pollock Foundation.
- In my spare time I'm writing a book. To help, I've signed up for an Queens University Open Learning course on creative writing. This will take place every Tuesday evening, starting 27/9/11.
- I'm also interested in Digital Communications and I'm planning to study for a Professional Diploma in Digital Communications. This will involve an intensive 5 day boot camp in Belfast.
- I'm also finishing off my Diploma in Copywriting. This has involved working through a variety of writing projects and submitting them to a tutor.
- I've identified a company who supplies training in technical authoring tools. The Robohelp basic, intermediate and advanced courses run from the 17<sup>th</sup>-19<sup>th</sup> October and the FrameMaker basic, intermediate and advanced courses run from 2<sup>nd</sup> – 4<sup>th</sup> November.

## **Supplementary Skills Information**

### **Information Gathering and Communication**

To ensure my work is targeted, engaging and high quality, the procedures I use demonstrate an ability to communicate, investigate and efficiently extract the correct information. I set up client meetings, provide an agenda, in some cases pre-distribute questionnaires, ask questions based on a structured briefing capture form, record written answers, chair round table meetings - checking understanding and clarifying points of potential confusion. The briefing capture form serves as a guide for running structured client interviews - with an emphasis on open questions. For example, what makes them different, why a customer would use them and what type of language would appeal to an end-user? Often these interviews are with senior board members, Directors, business owners and senior partners. I think clearly in pressure situations, maintain a logical presence of mind, yet remain flexible to explore unexpected lines of discussion. Yet I don't feel intimidated in situations where large budgets and business success relies on my ability to listen, facilitate, explain difficult concepts and handle 'big' personalities.

### **Research and Feedback**

With this information I research; **(1)**. The target market - who is the product/service aimed at. This involves finding out the likes/ dislikes of the demographic, what media they use, what lifestyle and brands they aspire to. **(2)**. The Competition - who are they, who are their customers, how do they market their products, why would a customer buy from them, what are they not doing. **(3)**. The Product /Service - how does it work, how does it solve customers' problems, why is it different? Gathering this information provides the basis of two things. **(1)**. a detailed business proposal which is sent back to the client and **(2)**.the work delivered to the client. This can take the form of website content, business plans/proposals, government tender documents, marketing or digital communication strategies, sales collateral, editorial coverage or technical documentation.

## **Written Communications**

I've written public sector tenders on behalf of clients. These reports are required to secure panel listings for public sector contracts. My role is to maximise the companies chance of relisting. One project secured Invest NI listing for a large design agency. It required the production of ten case studies with values ranging from £14,000 to £100,000. Clients ask me to prepare business plans with the objective of attracting third-party investment. One such project involved writing a plan for the expansion of a 600 strong American fast food franchise into China. This required detailed research into the Chinese market, its eating habits, demographic changes, disposable income and population shifts. Plus, there was a study of the various fast food competitors in the region. Often, I'm asked to produce business reports on website functionality and content. This involves reviewing the general operation, navigation and accessibility of sites and their content. The purpose is to ensure companies protect their brand reputation, maximise sales opportunities, and present a professional image. My recommendations always highlight the users demand for content which solves problems, plus, the need for a structure geared to SEO. I'm often asked to write digital communication plans. Tailored to the market, these present the various electronic media and content outlets which compliment offline brand promotion. This requires up-to-date knowledge of the technologies in use and the new ways people are finding to distribute marketing content in the digital space i.e. social media.

## **Briefing and Reporting**

At Kainos Software I provided weekly progress reports/presentations to managers – incl. unexpected issues, milestones, scope changes, training needs and budget analysis. At AAH I provided weekly business reports and presentations to senior management – incl.competitor analysis, business developments, training schemes, partnerships, sales analysis, contractual agreements, customer support and planned installs. I formed a technical 'bridge' between the development team and the customers - all of whom required unique software functionality under a different Government Contract. I gathered information from customers and presented this to technical colleagues, monthly, through written documents and verbal presentations. At Fujisawa I presented hospital consultants with research from worldwide clinical drug trials. Each month I setup, organised and presented, at meetings of 40-50 medical staff, the trial findings - including information about drug efficacy, safety, cost implications and impacts on community prescribing. At ButterSideUp, if asked to consult with agency clients, I always reported back to debrief the agency. As clients often mention design issues or updated timescales, it's vital this information is fed back. I would prepare and distribute a document highlighting my deliverables, feeding back updated information, highlighting expected outcomes /timescales and the allocation of resources.

## **Writing Sample - Document Management e-brochure**

### ***The Problem with Information!***

Right now, if your business relies on the flow of customer or project data between and across multiple employees or teams, you'll know how information can disappear, how it can be wrongly filed or worse - how deadlines for project tasks can pass unnoticed. The upshot - inefficiencies and ultimately, a mediocre customer experience.

### ***Introducing DigitalLife Live***

DigitalLife Live is a business web application designed to enhance the flow and management of information, documents and tasks. Aimed at improving efficiency and optimising work-flow, the software promotes better communication, speeds delivery and opens work processes to greater transparency and scrutiny.

### **DigitalLife Live – The Benefits**

#### **Automatic notifications**

Today, project deadlines can be hindered when documents or processes requiring urgent attention fail to reach the right user, at the right time and in the right place. DigitalLife Live bypasses this by flagging, via email, when users need to login and fulfil a work request. Whether it's a document approval, the review of a customer application or updating of project notes, DigitalLife Live handles it all – effortlessly.

### **Fully Customisable**

A flexible solution, DigitalLife can be customised to your business. Whether you operate in the finance, manufacturing, healthcare or hospitality industry it really doesn't matter. What's important is whether you could benefit from implementing better control of your business processes – processes which may impact your customers' satisfaction.

### **Greater customer loyalty**

DigitalLife Live offers a fast and convenient way to build great customer loyalty. How? Simply by speeding up the processes in your organisation which affect the customer experience. But more, the customer can become part of the process itself; further winning their 'buy-in'. With their own login they can monitor live progress and approve documents - themselves becoming part of the project deliverables.

### **Document Upload and Secure Storage**

Both simple to use and cost-effective, DigitalLife Live offers secure, central storage for all project collateral, customer information and associated task data. As a central repository of key information, DigitalLife Live is the hub of any project and quickly removes the dangers of running time sensitive projects using distributed, unrelated software.

### **A Management Tool**

#### **Motivation and Project Tracking**

With easier access to project progress and individual responsibilities, staff feel more engaged to deliver, they respond faster to work requests and can view their contribution to projects. Likewise, managers can view the impact of each team member in driving projects forward and better track project delays.

#### **Customer Support**

Digital Life Live can even be used to log and track technical issues or tickets. Ideal for clients operating in the IT arena, but equally customisable to any industry, the system provides an instant first port of call for users, removing the need for telephone contact. Itself a huge advantage, as today many companies struggle to justify the expense of admin staff.

#### **Audit Trail**

Hugely beneficial is the system's capability to provide a complete audit trail of information as it flows between team members, managers and customers. A feature often useful when a proof of request is required. Far from a device to catch offenders, the audit feature allows companies to identify organisational weakness and helps with the decisions necessary to guarantee the best customer experience.

### **Further Testimonials**

Tim Glasgow is an excellent writer who is capable of combining creativity with well crafted detail. He can adapt his style to suit a broad range of subject matter from advertising copy to technical manuals. He is reliable and gives great service at real world prices. He is well worth a look for anyone who needs the services of a writer or wordsmith."

*Ian Bennington - Managing Director, Triplicate Design; Belfast*

"Tim is an extremely talented, professional and amicable supplier, who delivered on time, on budget and to a very high standard. Many thanks"

*Dee Barrett-Davies - Managing Director, EARS plc*

"Tim has proved to be very eager to help with any project offered to him for consideration. He has also been extremely helpful to a colleague who wished to commence freelance work and who asked for his guidance. He is both professional and generous in his proposals and willingness to assist, approaching all aspects of his work in a businesslike and timely manner."

*Susan Craig – Northern Ireland Cancer Fund for Children*