

Mel Wicks

My Story

START

Once Upon a Time



Born, raised and educated in the UK.

A Working Girl in London

I started working life as an Editorial Assistant with the Financial Times newspaper. Then I cut my marketing teeth working for a specialized financial publishing company.



A Land Down Under



Australia beckoned and I spent six years in the advertising industry in Sydney.

I also graduated in the top 10% of AWARD School (Australian Writers and Art Directors)

20/20 Vision

I co-founded The 20/20 Group Australia, a generalist business and marketing consultancy. Ten fabulous years with two amazing business partners.

www.the2020group.com.au



Far North Adventure



I moved to Cairns in beautiful Tropical North Queensland, where I started my first freelance marketing and writing business. Then I worked for a land development company as their national marketing manager.

And I got married.

The 20/20 Group - Take #2

In 2014, we reinvented The 20/20 Group as a membership-based collective of skilled freelance professionals, each with their own unique service offering. Mine was copywriting.

THE CRAFT OF COPYWRITING

Craft your words. Grow your business.

The Craft of Copywriting was launched in 2017. As a blog and a copywriting service, it's the culmination of 25 years as a marketing strategist, copywriter, and all-round problem solver.

I live on the beach in paradise with my husband, two dogs, and my computer. Life is good.

TODAY

