

# 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](http://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 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. 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

