

# MEL WICKS

*The story so far*



## 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 at a publishing company in the international finance niche.

## 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)



## FAR NORTH ADVENTURE

I moved to Cairns in Tropical North Queensland, where I started my first freelance marketing business.

Then I worked on the client-side as National Marketing Manager for Delfin Lend Lease, a prominent Australian land development company.

## 20:20 VISION

In 2003, I co-founded The 20/20 Group Australia, a generalist business and marketing consultancy. I had ten fabulous years with two amazing business partners.



## 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

I launched The Craft of Copywriting in 2017. It's the culmination of 30 years as a marketing strategist and copywriter.

## THE CRAFT OF COPYWRITING

Craft your words. Grow your business.



## TODAY

Today I am a Certified Content Marketer and SEO Writer, working for a range of clients in Australia, the UK and the US. I specialize in SEO optimized blog posts and websites that fizz with personality.

I still live in beautiful Far North Queensland, because my plans to become a UK-based digital nomad were dashed by COVID-19. But not for long

Watch this space. . .