

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, Singapore, the UK and the US. I specialize in SEO optimized blog posts and websites that fizz with personality.

In July 2021, I left Far North Queensland to become a UK-based digital nomad despite COVID-19 doing its best to dash my plans. Today I live in a beautiful pink cottage in the Suffolk countryside with my husband and dog. Life is good.

