

Creative English copywriting and editing for organizations, brands and leaders



Copywriting services

Artist statements
Big-picture/context analysis
Branding concepts
Copy and structural editing
Creative strategy
Employer branding
Event and cultural reporting
Health and safety messaging
Internal communications
Interviews
Management abstracts
Marketing copy
Media materials
Proofreading
Recruitment advertising
Repurposing content
Social media
Stories and features
Sustainability reports
Transcreation
(from German and French)
Translation optimization



- Fresh, compelling language
- Agility in style and voice
- Transformative editing

About

Whether the project involves a letter from the CEO, the launch of a brand, a workplace safety campaign or a nuanced, complex topic – such as sustainability or diversity and inclusion – the right words and voice can make a difference.

On behalf of industry leaders and global consumer brands, as well as non-profits, artists and agencies, I find creative, considered solutions for diverse editorial needs. Sometimes, that means evaluating the context and crafting the idea. Other times, the aim is to clarify the existing message by tightening the story, cutting the jargon, smoothing out an awkward translation, or simply editing in a way that has been likened to a magic wand.

I am a professional copywriter, based in Zurich, who has been working independently since 2006. With a background in branding, strategic planning, advertising and corporate communications – and experience in qualitative research, creative writing and publishing – I bring over 25 years of practice and insight to every project. And a passion for working with words.

Corporate references and writing samples are available upon request. For larger projects, I draw on a network of talented writers and experts in translation, design, illustration and strategic communications. Please contact me to learn more.

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