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## **COPYWRITING**

### **SUMMARY**

- [\*\*NATIVE ENGLISH SPEAKER WITH 20 YEARS' EXPERIENCE AS A COPYWRITER AND GERMAN > ENGLISH TRANSLATOR\*\*](#)
- [\*\*SAMPLES OF RECENT COPYWRITING WORK\*\*](#)
- [\*\*CONTENT MARKETING/CORPORATE PUBLISHING SPECIALIST, ACROSS VARIOUS INDUSTRIES\*\*](#)
- [\*\*BUSINESS JOURNALISM BACKGROUND\*\*](#)
- [\*\*CONTINUING PROFESSIONAL DEVELOPMENT\*\*](#)

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**20 years' experience as a copywriter for DACH-region end clients**

**Over 200,000 words**

**Agencies and direct clients**

- team player able to work harmoniously with the agency project manager or direct client during the feedback & fine-tuning process
- publication-ready texts
- corporate mindset, creative flair

**Industries:**

I have completed copywriting assignments for end clients in all of the industries shown below. The red highlighting indicates lengthy and/or repeat assignments.

**Raw materials**

- Oil and gas

**Manufacturing**

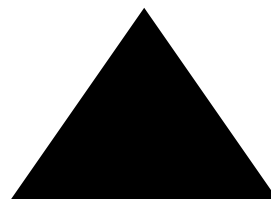
- Automotive
- Consumer goods
- Construction
- Packaging and paper
- Steel
- Transport

**Services**

- Banking and finance
- IT
- Creative industries
- Government

**Interlocking skill sets:**

Copywriting



Translations

Transcreation

**Business strategy and forward-looking business objectives:**

- Build long-term relationships with translation agencies and communications/content agencies who service large multinational companies and SMEs in the DACH region
- Continue to grow reputation as a reliable provider of G>E translations and copywriting

**Business model:**

Quality	Cost
<ul style="list-style-type: none"><li>○ Marketing comms texts which bring the end client's products/services to life</li><li>○ Well-crafted corp comms texts for the end client's English-speaking stakeholders</li><li>○ Lucid explanations of the end client's strategic challenges</li></ul>	<p>Using an English copywriter with G&gt;E translator skills, instead of two separate providers (a German copywriter plus a G&gt;E translator), can help the end client keep costs down (assuming they do not intend to produce a corresponding German text).</p>
<ul style="list-style-type: none"><li>○ Smooth narrative flow (storytelling)</li><li>○ Soft skills: intelligent and collegial interaction with the agency project manager or direct client during the feedback &amp; fine-tuning process</li></ul>	<p>Services from a single source: saves time for the agency when a large-scale project involves a mixture of copywriting, transcreation, editing and translation.</p>

**Types of text:**

All of the types of text shown below. The red highlights give an indication of my preferred areas.

**Marketing communications  
(digital and print)**

Advertorials	Company brochures	Customer magazines	<p>Online newsletters</p> <p><b>Narrative texts:</b> texts which build customer engagement, with narratively structured content about the products/services and technologies; news and features about the company and its operations and strategic challenges.</p>	<p>Product brochures</p> <p><b>Descriptive and persuasive texts:</b> technical writing skilfully interwoven with idiomatic language, with clear and compelling descriptions of products/services, manufacturing methods, quality assurance processes, and key benefits.</p>	Sales enablement content	Video scripts
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**Corporate communications  
(digital and print)**

Case studies	<p>Employee newsletters</p> <p><b>Narrative texts:</b> news and features focusing on market trends, R&amp;D, growth strategy and investment, regulatory affairs and compliance, ongoing sales campaigns and initiatives, CSR and environment.</p>	<p>Marketing slogans and corporate mission statements</p> <p><b>Epigrammatic texts:</b> boldly formulated texts, with transcreation if required.</p>	Success stories	Sustainability and CSR	Texts for blogs and apps	Websites
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**Research methods:**

For every assignment, my initial step is to conduct thorough background research into the end client and its products/services:

- the company and its strategic challenges
  - R&D and investment
  - M&A
  - regulatory affairs and compliance
  - CSR and environment
  - financial performance
  - key personnel
  - company history
- the products/services
  - products
  - technologies
  - manufacturing processes
  - buyers and markets
  - market trends
  - competitors

**Copywriter's toolbox:**

- read the project brief and background materials in German and/or English
- discuss objectives with the agency and/or direct client in German and/or English
- conduct research in German and/or English
- use correct technical terminology and industry terms
- awareness of readership and target culture
- employ a confident tone to display understanding of the technology and industry
- convey a sense of commitment to the end client and its products/services
- add value: offer high-quality input, suggestions, and creative ideas
- awareness of layout, navigation, and integration with photos/video/interactive content

## Recent copywriting work:

**Austria Sprachendienst International GmbH**  
**(t'works Group)**  
Agency client since 2000

End clients: **large multinational companies and SMEs**  
(marketing departments and corporate communications departments)

- Mondi Group (packaging and paper)
- Constantia Flexibles (packaging)
- Swarovski (consumer goods; creative industries)
- Porsche Holding (Volkswagen Group) (automotive)
- OMV (oil and gas)
- voestalpine (steel)
- Miba (automotive)

## Packaging and Paper

Series of product brochures for innovative industrial bags  
End client: Austrian operations of Mondi Group

Sample: [August 2019 product brochure](#)  
(patent-pending eco-optimized industrial bag HYBRID<sup>PRO</sup>)



Series of three complete issues of  
*Pharma and HPC Insights* online newsletter  
End client: Constantia Flexibles, Vienna

Sample: [October 2017 issue](#)  
(editorial theme: regulatory affairs)

