

British freelance copywriter launches new service in Dubai

ally pace

Dubai, March 11th, 2008: Ally Pace, a British freelance copywriter, launches Dubai freelance copywriting business.

Ally, who specialises in writing copy for marketing collateral, is a welcome addition to Dubai's under resourced freelance community. With almost ten years of international industry experience, she brings with her a wealth of advertising and marketing knowledge backed up by solid client servicing skills.

However, Ally has not always been a full time copywriter. After completing a Bachelors degree in Electronic Imaging with Media Communications, Ally worked as Account Executive for several small London-based design and advertising agencies. She then spent two years at Wunderman in London as Global Account Manager on the Land Rover team, where she worked on the 2001 launch of a new Range Rover and the design and deployment of a global Land Rover website.

In 2003, Ally moved to Dubai and accepted a position as Account Manager with leading digital agency, Impact Proximity. After two years of working on through-the-line projects across international clients such as Hilton, HP, Shell and DaimlerChrysler, Ally was promoted to Account Director. She then spent a further year with the agency before leaving to concentrate full time on her true passion: copywriting.

In 2006, Ally began her new career as a full time copywriter. Initially based out of London, she soon won a prestigious new client in the shape of luxury vehicle manufacturer, Mercedes-Benz. Projects for this UK-based client comprised a series of fleet sales assignments, including online press releases and digital brochures. Travel back to Dubai rapidly became a regular fixture as she won an increasing number of Middle Eastern clients, including some of Dubai's biggest advertising and direct marketing agencies plus a series of smaller, innovative local brands. After just 12 months of trading, Ally counted global brands such as American Express, Emirates and Jumeirah amongst her portfolio, yet was equally proud of her work on local brands such as The Grooming Company, Sama Dubai's The Lagoons, and Amlak.

By 2008, Ally had decided it was time to move back to the Middle East on a permanent basis, and she has now licensed her freelance copywriting business in Ras Al Khaimah's flourishing Media City Free Zone. Whilst she will be based in Dubai's Umm Suqiem, her administrative centre will be located in Ras Al Khaimah Media City Free Zone, which she hopes will give her a strong foothold in this fast emerging and previously untapped market.

Ally says, "I'm really excited to be back in Dubai on a permanent basis. I've built up an excellent client list over the last two years and I look forward to being able to service these clients – and more – from a local perspective."

"My skill set – a talent for writing backed up with strategic advertising industry experience – puts me in a unique position. Having dealt with marketing departments on a daily basis for almost a decade, I intuitively understand what each client requires from a project, and why. This ability enables me to work unsupervised by client or agency, and yet still deliver a project which is signed-off with little or no client intervention."

Ally's full client list and portfolio can be viewed at her website, <http://www.allypace.com>

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