

Dubai-based freelance copywriter delivers direct

ally pace

Dubai, July 21st, 2008: Dubai-based freelance copywriter, Ally Pace, announces a number of exciting new project wins.

Ally, who formally launched her UAE freelance copywriting business just four months ago, is celebrating the addition of a number of local and global brands to her portfolio.

Shortly after she officially relocated back to Dubai in March of this year, Ally won an exciting new project on behalf of leading global logistics and express services provider, DHL. A local full-service agency provided the contemporary design for a new consumer-facing magazine, whilst Ally provided the editorial leadership and content, demonstrating the experience, commitment and fast turnaround times which gave her the edge.

Discussing the project, Ally comments, "I am thrilled to have been awarded this prestigious project, and am delighted to have provided DHL's new consumer magazine, DIRECT, with editorial content tailored for their many diverse customers."

"A combination of my copywriting skills and excellent client servicing techniques has proved that I am the right choice for a project of this magnitude," she adds.

In addition to DHL, Ally has recently provided the copy for the marketing collateral of a number of Real Estate, Financial Services and Construction companies in Dubai, including Dubai Projects and the Al Habtoor Leighton Group.

Ally says, "Much of my writing work these days is commissioned directly by the client. Marketing departments are becoming more sophisticated in the UAE and require much less 'hand-holding' by external agencies. Companies who have ad-hoc copy or design

requirements are happy to cherry pick a team of writers and designers from Dubai's burgeoning freelance community." She continues, "This benefits the client immensely as freelancers tend to be able to turn around a project much more quickly – and cost effectively – than large advertising or design agencies."

Ally believes that her specific skill set puts her in a unique position. Her natural talent for writing copy is backed up with almost ten years of strategic advertising industry experience, half of which has been spent in Dubai. This client servicing ability enables her to work through a brief in detail with each client, helping her to ascertain what the client truly requires from their marketing collateral. These insights allow her to apply large agency thinking to small freelance projects, which ultimately benefits both her and the client.

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

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About Ally Pace

In 2006, after almost eight years in Client Servicing for London and Dubai advertising agencies, Ally Pace changed tack and launched a freelance copywriting business. Initially based out of London, she soon won Mercedes-Benz UK as a prestigious new client, writing copy for a series of fleet sales assignments, online press releases and digital brochures.

Travel back to Dubai became a regular fixture as her understanding of the Middle Eastern market gained her an increasing number of UAE clients, including some of Dubai's biggest advertising and direct marketing agencies. After just 12 months of trading, Ally was delighted to have global brands such as American Express, Emirates and Jumeirah feature on her portfolio. By 2008, Ally decided it was time to relocate back to the Middle East on a permanent basis, and she formally opened her freelance copywriting business in Dubai on 1st March 2008.

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