

## one page pitch

### WHO I AM

I'm Ally Pace, a British born and raised professional freelance copywriter. I'm someone who can illustrate your brand without losing the audience, a person who has the ability to engage your customers whilst educating them about the most complex of subjects, and someone who understands the nuances of the Middle East. If you need advertising, brochures, corporate profiles, flyers, press releases, newsletters, direct mail, or web content, I can help. My writing can generate emotion, communicate professionalism, and impart credibility to your brand.



I graduated in Media Communications and spent two years with a London-based WPP Group digital and CRM agency before moving to the UAE in 2003. After three years at an Omnicom Group digital agency in Dubai, I decided to leave the security of a salaried job to pursue my passion for creative copywriting.

### WHO I WORK WITH

- > Network ad agencies with looming deadlines and no resources
- > Independent agencies with no need for a full-time copywriter
- > Companies – big or small – who prefer to take the direct approach

### HOW I WORK

I work hard, quickly, and most importantly, intelligently, to create compelling copy *that works*. I'm friendly, flexible and will work closely with you to ensure my words represent exactly what your customers need to know.

### HOW I CHARGE

If you're looking for a per-word or per-page cost, then I'm afraid I can't help. Every project is different and I therefore prefer not to adopt a 'one-size-fits-all' approach. I look carefully at each assignment – from your source material to your end requirements – and define a set 'start-to-finish' project fee. This makes it easy for you to assign budgets and ensures there are no unexpected surprises. My costs are competitive and my long list of boutique UAE clients proves you don't have to be a global brand to enjoy international standards.

### THE SMALL PRINT (OR WHAT I DON'T DO)

I'm not a journalist or PR executive, and I don't manage social media (although I can advise). I don't work in-house unless it's critical and I won't masquerade as an employee to bolster an agency's creative pitch team. I also don't design or code. ☺

### 25 CLIENTS YOU'VE HEARD OF

Land Rover, Jaguar, Mercedes, Dodge, Chrysler, Hilton, Fairmont, Jumeirah, Atlantis, Kempinski, Rotana, ADCB, American Express, HP, Shell, du, Etisalat, DHL, Air Arabia, Emirates, Skywards, Etihad, Air Miles, Nestlé, Vaseline.

### 20 CLIENTS YOU MIGHT NOT KNOW

Al Habtoor Leighton, Amlak, Emaar, MBC, The First Group, N.Bar, CNIA, Mubadala, TDIC, NAFFCO, ADIA, ADAC, DMCC, DUBAL, Aujan, Rani, Barbican, Home Centre, Gulf Greetings, African+Eastern.

### WHAT DO I WRITE?

**Advertising:** press adverts, posters, out-of-home, advertorial, radio scripts

**Print:** brochures, company profiles, press releases, leaflets, flyers

**Digital:** websites, SEO content, newsletters

**Direct mail:** sales letters, sales emails

### SECTOR EXPERIENCE

Airline, Automotive, Construction, Finance & Banking, FMCG, Government, Hair & Beauty, Insurance, Interior Design, Leisure & Hospitality, Manufacturing, Non-Profit, Oil & Gas, Publishing, Real Estate, Shipping & Logistics, Telecoms, Travel & Tourism.

### CONTACT ME

Keen to know more? Please get in touch:

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