

# Helen Coulman-McCrone

## CURRICULUM VITAE

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### Professional summary

Trading under the name *Write for Business*, I help businesses communicate effectively in written English. I offer services in copywriting, editing and translating (NL-EN) to small, medium and large companies in a number of sectors. I specialise in business and financial texts due to my extensive accounting and business background.

### Typical assignments and approach to work

Assignments vary in content, ranging from editing a white paper for one of the Big Four accounting firms and writing a website for a translation agency to creating a brochure for a beauty salon. My priorities are understanding the client's message, using authentic English in the most appropriate style, appreciating the reader's viewpoint and developing flexible and friendly working relationships with clients.

### Professional qualifications

2005 Diploma in Copywriting (Dip CW)  
2002 Certificate in English Language Teaching to Adults (CELTA)  
1999 Association of Chartered Certified Accountants (ACCA)  
1992 Association of Accounting Technicians (MAAT)

### Employment history

2004 to date **Translator, Editor and Copywriter**  
Clients include FloraHolland, Deloitte, Grant Thornton Accountants; Forte; De Nederlandse Bank, Maersk, Zeven Vertalingen; Duynie, Besturenraad; De Baak, Cox & Partners, Gwynt, the Mayors of Leiden and The Hague

2013 to date **Freelance Copywriter with bureau Tekstschrijvers.nl**  
Projects carried out for VRR Aviation, Rentokill, Gemeente Noord Brabant, LeasePlan and ASR Vastgoed

2002 to 2013 **Teacher: English as a foreign language**  
In-company English courses given via The Square Mile; clients include Belastingdienst, KPN, T-Mobile, GE Artesia Bank, UNESCO-IHE, Ministry of Finance, De Nederlandse Bank, Autoriteit Financiële Markten, LIMES Expat Centre and Grant Thornton Accountants.

2000-01 **Business Controller:** The Nuance Group (Netherlands) BV  
1998-00 **Financial Manager:** Servomex Group Limited  
1996-98 **Financial Accountant:** Goldwell (Hair Cosmetics) Ltd  
1988-96 **Management Accountant:** Marshall Tufflex Ltd

### Demonstrated skills & abilities

- Creating authentic and natural sounding texts in English
- Improving the style, tone and structure of documents written by clients
- Meeting deadlines and adapting to clients' needs
- Accustomed to working independently and also as a team member; self-motivated
- Good computer skills including Word, Excel and PowerPoint; website creation (Wordpress) and CAT tools (Wordfast and Trados)

**References:** Upon request