

BruceM

Freelance Copywriter & Technical Writer

What I do...

I provide freelance native-English language content for your business-to-business and consumer communications - text materials such as:

- data sheets, white papers, technical articles
- brochures, case stories, newsletters
- press releases, product news articles
- website content
- advertisements,
- translations Danish-English, proofreading and adaptation of texts to a native-English voice.



I also create all types of technical documentation – always with clear concise texts, logical workflow, and illustrative aids. Documents such as:

- user guides, quick guides, getting started guides
- software on-line help systems
- illustrative setup guides

Who I write for...

My core subject specialties cover high-technology devices and application software for IT, industry, engineering and medical business areas. I am practiced at writing text in a tone of voice that is tailored for specific target audiences - such as business-to-business, consumers, and users with different levels of technical knowledge and English fluency.

Who I am...

I have years of experience in marketing and technical communications for high-technology, through both corporate held positions and freelance hired projects. I hold a degree in Computer Science and started my career in software development and IT project management.

Along the way, I sold my soul to writing and have since worked, now for over a decade, in copywriting and technical writing for high-tech business areas.

I am American, located in Denmark, and am driven by a passion for writing excellent English texts for business. I am fluent in Danish as well, so you may choose the language when we speak at meetings and during projects.

You can read about some of my achievements on the next page. Let's meet and discuss how I can help your communication efforts.



*"Make it simple. Make it memorable. Make it inviting to look at.
Make it fun to read."*

Leo Burnett

I have written for companies such as:

- **Master Management International** - An international consulting firm, offering Psychometric Assessment tools - Personality, Cognitive and Sales skill tests. I have written user documentation, including a manual and an on-line helpsystem for the company's new software solution.
- **SafeCom** - A leading printer solution provider. SafeCom develops cost-efficient, secure, and user-friendly print management systems and solutions based on patented technology. I work closely with SafeCom's marketing staff to create internal and external communications through newsletters, whitepapers, case stories, etc.
- **Oticon A/S** - Oticon is a leading manufacturer of hearing care solutions and sells products through companies in 20 countries worldwide. Oticon's is called "the hearing aid company that has learned to listen," and its prominent motto is "People First". I have written website texts for Oticon A/S, targeted both consumers and professional hearing-aid fitters.
- **Manipulation A/S** - advertisement agency located in Copenhagen - Manipulation was assigned a major marketing campaign for an established software company. I was hired as the campaign's primary English language writer which involved production of brochures, one-pagers, customer letters and advertisements.
- **3Shape A/S** - 3Shape develops CAD/CAM systems and 3D scanners for creation and processing of 3D data for dental reproduction, hearing aid instrument production, and reverse engineering. I write brochures, technical magazine articles, press releases, ads and market concept texts for 3Shape.
- **Contex A/S** - Wide format scanning and copying systems - CIS/CCD scanner devices and scan/copy software. I have written brochures, press releases, user guides, software help systems and quick guides for Contex A/S during my years of employment as Senior Technical Writer.
- **HP** - Bundled copy solutions - I have created Illustrative assembly instructions, quick guides and on-line help systems for copy system and software products.
- **Schantz A/S** Schantz is a highly successful IT company that produces and implements Insurance / pension software systems and solutions. I continuously work with Schantz to produce their software system white papers, marketing statements and website texts.

Best regards,

Bruce Frederic Mendel