

Kerrie McEwen

Marketing, Business Writing & RFP Consultant

kerrie@pipicommunications.co.nz

Summary

Specialties: Marketing & Business Writing: strategy & web content # writing, editing & proofreading # tenders, proposals & RFPs

Over a decade's worth of experience in sales, marketing and business development including seven years in London with JPMorgan. Proven track record in building strong client relationships across 27 countries.

Personally prepared hundreds of new business tenders and proposals, and thousands of effective marketing documents.

"Combining high quality and compelling writing skills with many years of practical sales experience at the highest level".

Recent projects include:

- proposal development and local government advocacy including preparing and presenting submissions
- RFP response preparation
- community consultation and needs assessment preparation (pre-feasibility study)
- preparing funding applications
- creation and delivery of Powerpoint presentations
- writing original and fresh web copy for a range of clients
- editing and proofing complex documents including feasibility study and a non-fiction book
- analysing and presenting survey results
- drafting business plans.

Experience

Founder and Director at Papi Communications Limited

July 2012 - Present (1 year 1 month)

Set up innovative marketing and business writing service: remote and flexible service model to accommodate business cycles and international time zones.

Business start-up and strategy, networking, professional consulting services.

Pipi Communications offers 1) outsourced writing services to support small businesses in the local Wairarapa market, 2) consulting services on tenders and proposals NZ-wide, and 3) financial services RFP consulting for clients based in the UK & Europe to take advantage of time zone differences.

Outsource your writing ... wouldn't you rather be at the beach?

www.outsourceyourwriting.co.nz

Recent projects include web and general marketing copy, proposal progression and presentations to local government on client behalf, funding applications, survey analysis and report preparation, non-fiction proofing and editing, community consultation and needs assessment documentation.

1 recommendation available upon request

Assistant Teacher - Mathematics at Rathkeale College

July 2008 - December 2008 (6 months)

Relocated from London back to NZ in 2006, and retrained as a teacher 2007-2008. Taught mathematics for two terms at Rathkeale College to Year 9 - 12 (13 - 17 yr old) students before leaving to be a stay-at-home mother for three years.

VP, Client Portfolio Manager - Emerging Market Equities at J.P. Morgan

March 1995 - March 2006 (11 years 1 month)

VP, Client Portfolio Manager - Emerging Markets Equities, JPMorgan Asset Management London Dec 2002 - Mar 2006

- Marketing strategy development and implementation for global, regional and single country EM products through relationship building with sales teams.
- Sales and client coverage for world ex North America covering institutional, retail, government, consultants and media sectors; expanded responsibility each year, increasing coverage to 10 territories and 27 countries.
- Presentations, conference calls and web casts to clients on processes of portfolio management, investment strategy and financial market views.
- Assessed client requirements such as performance targets, risk profile, client servicing and fee tolerance, and implemented into Request for Proposal (RFP) development, with final review and sign-off authority. Presentation of RFP at final pitches and beauty parades.

VP, Team Leader - London RFP Group, JPMorgan Asset Management London Mar 2001 - Nov 2002

- Management of a team of four RFP writers within a larger department of 20 staff including staff development, appraisals, reviews, promotions and setting of end of year bonuses.
- Creation, review and customisation of all Far East and emerging market RFPs and tenders, investment process presentations and beauty parade pitchbooks for sales teams throughout Europe, Asia and North

America.

Manager - Asian Marketing Support, Flemings/JF Asset Management London Jul 1999 - Feb 2001

- Preparation of proposals, RFPs, presentations, marketing and product support for JF's Asian and Japanese investment products, and organisation of marketing roadshows for Asian-based fund managers throughout Europe.

Marketing Manager/Marketing Services Manager, Jardine Fleming New Zealand Wellington Mar 1995 - Jun 1999

- Sales and marketing of retail unit trusts, NZ-wide.
- Design and preparation of marketing brochures, prospectus and direct marketing campaigns.

1 recommendation available upon request

Courses

Bachelor of Science (B.Sc.), Mathematics

Victoria University of Wellington

Calculus

Applied Mathematics

Quantum Physics

Differential Equations

Computational Mathematics

Communication

Independent Coursework

Investment Management Certificate, UKSIPs

IMRO version

Skills & Expertise

Marketing Strategy

Writing

Editing

Proofreading

Tender Writing

RFP

Client Correspondence

New Business Development

Relationship Management

Communication

Technical Writing

Marketing Communications

Copywriting
Strategy
International Marketing
International Sales
Stakeholder Management
Presentations & Pitches
Survey analysis & synopsis
Report Writing
Document Management
Formatting Documents
Hedge Funds

Education

Victoria University of Wellington

Graduate Diploma of Teaching, Mathematics and Physics, 2007 - 2008

Victoria University of Wellington

Bachelor of Science (B.Sc.), Mathematics, 1991 - 1994

St Matthew's Collegiate School, Masterton, NZ

1990 - 1990

St Mary's School for Girls, Stratford

1987 - 1989

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2 people have recommended Kerrie

"Pipi Communications has worked with Innov8 Aotearoa on 6 varying projects over the last 3 months as our communications and copy expert (sub-contractor). Kerrie is extremely polished, polite, professional and particular about the copy that she produces. I have no hesitation recommending her and look forward to her valuable assistance in the future."

— **Lucy Cruickshank**, was Kerrie's client

"Kerrie and I were colleagues on the JPMorgan Emerging Markets Equity team. Kerrie had an in-depth understanding of all our investment products. She presented to groups all over the continent and was an astonishingly successful representative of the Team's investment funds. The portfolio managers respected her expertise and intelligence. Kerrie was a charming colleague and a dynamic, effective product manager."

— **Leila Gastil**, *Senior Product Marketing Manager, J.P. Morgan Asset Management*, worked directly with Kerrie at J.P. Morgan

[Contact Kerrie on LinkedIn](#)