

***JET*** | TEXT.

# Portfolio

**James Thomson**

**Content copywriter**

**Title:** Capabilities case study (excerpt)

**Medium:** Printed trade show material

**Role description:** Copywriter for a construction safety systems provider



The Walton le Dale Waste Water Treatment Works was a large and challenging site with multiple excavations, which required a range of safety solutions. Throughout the scheme [company] delivered: a dedicated design engineer, comprehensive technical support, temporary works design coordination, project management, bespoke excavation safety solutions, and on-site shoring and safety tuition.

**SCOPE OF WORKS:** United Utilities commissioned a major upgrade to the existing Waste Water Treatment Works in Walton-le-Dale near Preston as part of their AMP5 program. The upgrade to the works was approved a £23.5m budget. Due to the large scale of the site and the complexity of the construction and commissioning sequence, it was recognised that the scheme would prove one of the most demanding in the AMP5 program. The site itself delivered some challenges: an area of land to the south east was designated as an ancient woodland and site of biological interest, with further fields south west of the site said to be of biodiverse value. The site was partly located on a flood plain with high water tables, and the risk of flooding had to be considered from the outset of planning.

**SOLUTIONS:** With multiple, deep excavations taking place on the site, KMI Plus identified the need for extensive shoring solutions in order to create a safe working environment. Based on previous experience with the contractor and the ability to provide complete engineering solutions, contract management, and temporary works coordination, [company] was appointed to provide excavation safety solutions. On the site there were a number of small, shallow, ductile, and concrete pipe excavations that required simple shoring solutions such as manhole boxes and trench boxes. Other excavations were larger and deeper and required precision planning and innovative solutions.

**BENEFITS:** [Company] provided KMI Plus with made-to-measure systems that were easy to install and remove whilst providing a safe working environment and optimum working space. The solutions allowed site access to remain open and reduced the levels and flows of ingress water from the flood plains. [Company] conducted site checks and soil inspections and offered on-site training in shoring and safety awareness. The designation of a single design engineer to the scheme ensured that the contractors temporary works design requirements were fulfilled.

**Title:** Discover enchanting Maya history at Tikal National Park (shortened)

**Medium:** Blog, social media, and website

**Role description:** Content writer for a travel operator



Experience life as an intrepid explorer by taking a tour back in time to 200 AD at the UNESCO World Heritage Site, Tikal National Park in the Petén Basin region of Northern Guatemala.

The temples and pyramids of Tikal are one of the largest archaeological urban centres of the Maya civilisation, an astonishing collection of majestic limestone structures situated across 16 square kilometres of rain forest. There are over 3,000 constructions to be discovered, including the infamous 6 temples and iconic Great Plaza. Adventurous travellers are invited to scale new heights by climbing the steps to the summits of the structures, some of which stand at over 250 feet high, and witness the astounding views of the park from above the forest canopy.

Shrouded in mystery, the dynastic line of Tikal spanned over 800 years, with the altars, monuments, and temples at the park dated from 200 to 900 AD. It's estimated that the historic city was once home to 90,000 inhabitants, and the remaining structures are some of the largest in

the Mesoamerican region, fetes of ancient civil engineering, designed with innovation and aligned with the heavens according to the Mayan calendar.

Visitors to the park can unearth the mystical history of Maya by viewing the various hieroglyphic texts, royal portraits, and inscribed stone monuments situated alongside the structures of the site while fully immersed in nature. The park is home to an abundance of rare and exotic wildlife, including howler and spider monkeys, and birds such as hummingbirds, parrots, toucans, and woodpeckers. The land is also known as territory of seldom-sighted jaguars.

Tikal is open daily from 6 a.m. to 5 p.m., with various tour options available to spirited travellers. Visitors can choose to be accompanied by tour guides or venture the trails solo using sitemaps and informative signage. For an exciting expedition into the Mayan world and Guatemala's deep history, Tikal National Park is an unrivalled gem awaiting to be uncovered.

**Title:** Social and added value (excerpt)

**Medium:** Tender submission

**Role description:** Bid and tender writer for a furniture manufacturer



### **Delivering Added Social, Economic, and Environmental Value**

As a responsible office furniture manufacturer and supplier, [company] recognises the importance of delivering value beyond the provision of high-quality products. Our commitment to social, economic, and environmental sustainability is embedded in our operations, ensuring that we support local communities, stimulate economic growth, and reduce environmental impact while meeting the requirements of the framework specification.

We are committed to enhancing social well-being by supporting local employment, promoting workforce development, and fostering inclusive community initiatives. Our efforts include local job creation, skills development, promoting equality, diversity, and inclusion (EDI), community engagement, and charitable contributions.

In terms of local job creation and skills development, we prioritise the recruitment of local talent, ensuring that employment opportunities benefit the region. We advertise job vacancies using online platforms, ensuring that we can target advertisements based on geographic areas to those seeking employment locally.

Our recruitment strategy allows us to build strong relationships with community organisations, educational institutions, and local governments. These partnerships enable us to participate in community initiatives, support local events, and contribute to social causes, embedding our regional presence and positive influence.

We adhere to robust, safer recruitment practices to ensure a safe, ethical, and high-performing workplace, and we have a documented recruitment process. All employees undergo thorough background checks, including right-to-work verification and, where necessary, DBS checks.

We maintain a skilled workforce of [x] employees, [x] of whom live within a 20-mile local radius, and provide continuous professional development (CPD) for all. These opportunities include role-relevant NVQs, NEBOSH health, safety and environmental qualifications, and CIPD learning courses.

By investing in the professional development of our workforce, we not only enhance the skills of the regional labour market but also future-proof our local operations for the next generation.

**Title:** Aspirational creative copy (excerpt)

**Medium:** Advertising, literature, and website

**Role description:** Copywriter for a jewellery brand launch



“Swaying in serenity, gentle beauty, and intricacy mesmerised. An inflection of perfection, a divine wonder.

Whistfully, she coaxes the fragile stem. The essence of elegance is a sight to behold, an exquisite emblem of grace. Delicate yet alluring, poised but with purpose. She dares to imagine its glory immortalised, to adorn it for all time.

What begins as a vision ends in truth. Iconic creations, calibrated and custom-cut, fastidiously handled with precision, each detail exemplifying finesse.

An everlasting spring, a blossoming halo, a bouquet that never withers but blooms eternally.”

**Title:** 10 Eco-friendly Promotional Items

**Medium:** Listicle, social media, and website

**Role description:** Copywriter for a promotional items manufacturer



For big businesses, sustainability is at the forefront of their agendas due to growing environmental concerns, regulatory processes, and stakeholder expectations. Businesses are shouting about their recycling initiatives, plastic packaging reductions, and making public commitments to cut carbon emissions. In the 2020's, it's a no-brainer to highlight your business's eco-credentials!

Here at [company], we're also committed to sustainability and the changing global landscape. In our bid to contribute, we have brought a raft of novel and inventive, eco-friendly, and sustainable alternatives to traditional marketing promotional items online. It's time to move away from plastic pens and keyrings and to put emphasis on your brand in more exciting, green, and progressive ways!

### **1. Water bottle coolers**

Each day, more than 100 million plastic water bottles are used worldwide! Promote sustainability and hydration to your clients with branded, glass, or metal water coolers. We can use staff names and tailored messages for a personal touch.

### **2. Metal drinking straws**

Single-use plastic straws were recently made illegal in the UK, but their paper replacements are not proving too popular.

Publicise your company on durable metal drinking straws for a memorable promo item that is valuable and functional.

### **3.Portable pocket-ashtrays**

Encourage less smoking litter with branded portable pocket-ashtrays. They can be used for business exposure while reducing the number of cigarettes disposed of on the ground. Perfect for bars, nightclubs, festivals, and outdoor events!

### **4.Reusable coffee cups**

In the UK, 2.5 billion coffee cups are thrown away each year. We sell a wide range of handy, reusable promotional coffee cups that reduce waste and reinforce brand image when they are taken out and about.

### **5.Recyclable tote bags**

With the 10p plastic bag levy charge in the UK and similar initiatives around the world, many people are turning to durable, reusable shopping bags. A branded, recyclable tote bag is a great way to exhibit your business in stores and on the streets.

### **6.Desktop garden kits**

These fun desktop garden kits can add some greenery and positivity to your client's environment. Displaying your logo here will help to sustain visibility in a novel way.

### **7.Seed packets**

Broadcast your brand on promotional seed packets to give an unforgettable promo gift that could have a positive impact. Your clients will be reminded of you as their flowers grow, and they could help save our endangered bees.

### **8.Bamboo ballpoint pens**

Made from a highly sustainable material, with a bamboo ballpoint pen, you boost business image while helping to reduce plastic waste. Every day yet, unique items like these garner attention in boardrooms around the world!

### **9.Slate coasters**

Engrave your company logo on a slate coaster. Evoking feelings of nature and the outdoors, these hard-wearing, heat-protecting, and stylish sustainable plastic alternatives help your brand stand out.

### **10.Sustainable lunch box**

We'll help make your business the talk of break time by putting your logo in canteens and lunch rooms with these stainless steel, bamboo, sustainable lunch boxes that are practical, usable, and hygienic.

**Title:** Awards ceremony report

**Medium:** Company newsletter, publicity story, and website article

**Role description:** Copywriter for a construction company



[Company] recently attended the British Construction Industry Awards (BCIA), at the Grosvenor Hotel, London.

The British Construction Industry Awards ceremony is one of the most prestigious events in the UK construction calendar. The Awards are now in their 20th year and were attended by more than 1100 of the construction industry elite.

[Company] was listed as a finalist in the awards category of Product Design Innovation –Civil Engineering for our recently launched [product range] for shallow excavations. The award winner in the category was the Crossrail C510 Liverpool Street and Whitechappel Stations project, which was a joint venture between Balfour Beatty, BeMO Tunnelling, Morgan Sindall, and Vinci. However, [company] were honoured to receive a ‘Highly commended’ accreditation from the BCIA judging panel for second place in the award category.

The BCIA judging panel provided comments on [product range] and stated, “This simple but widely applicable solution will radically improve health and safety in shallower trench excavations. It will potentially instigate a culture change, especially with SME’s and utility operatives. Effective use of lightweight materials and basic analysis of soil mechanics provides a quick-to-install and versatile,

sustainable low-cost solution that reduces CO2 emissions and negates the need for plant hire.”.

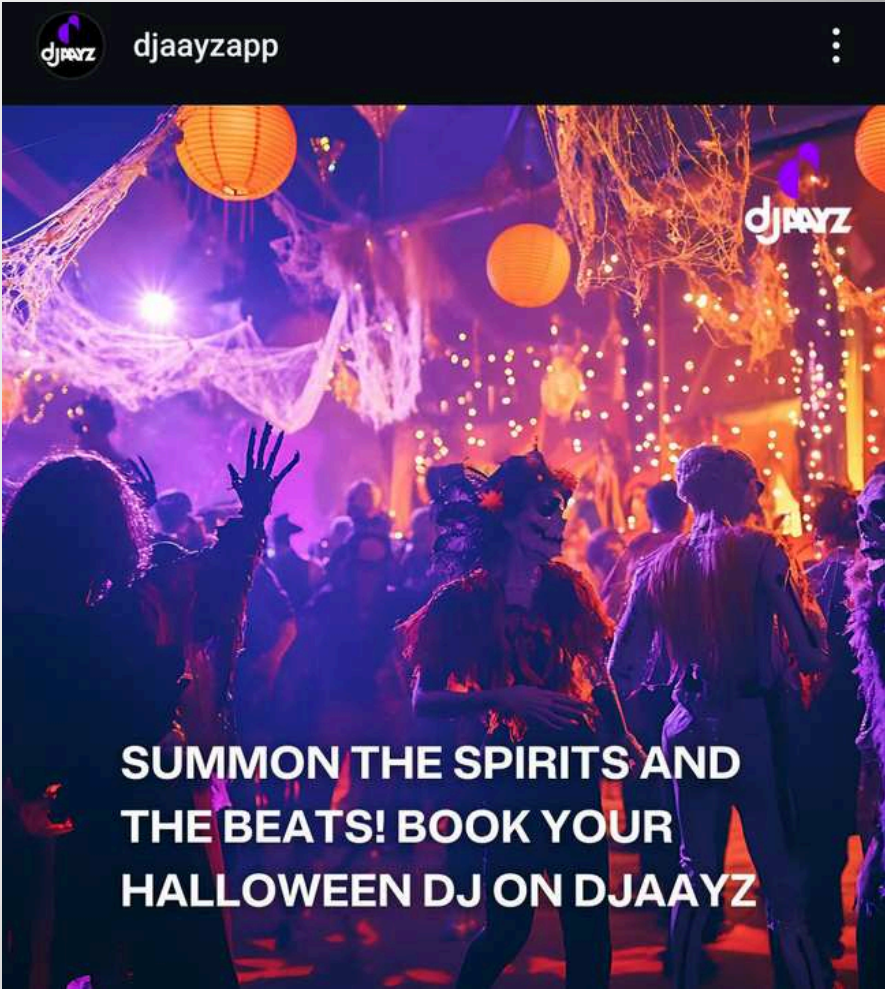
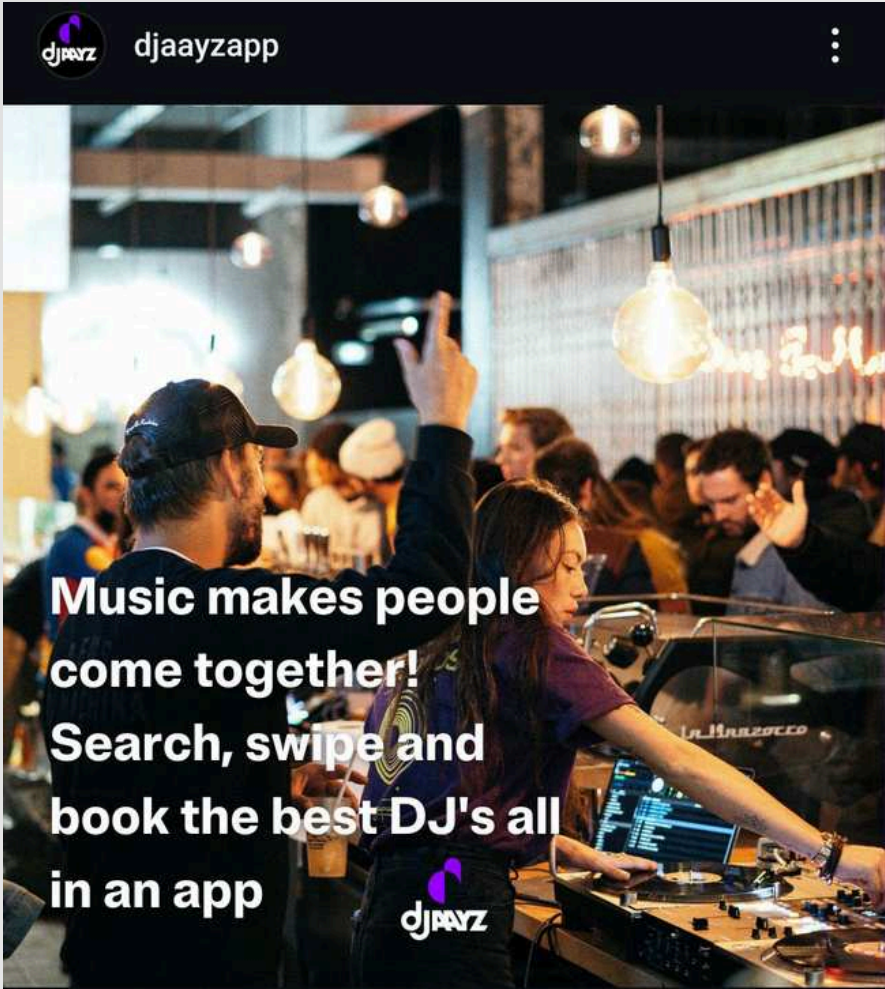
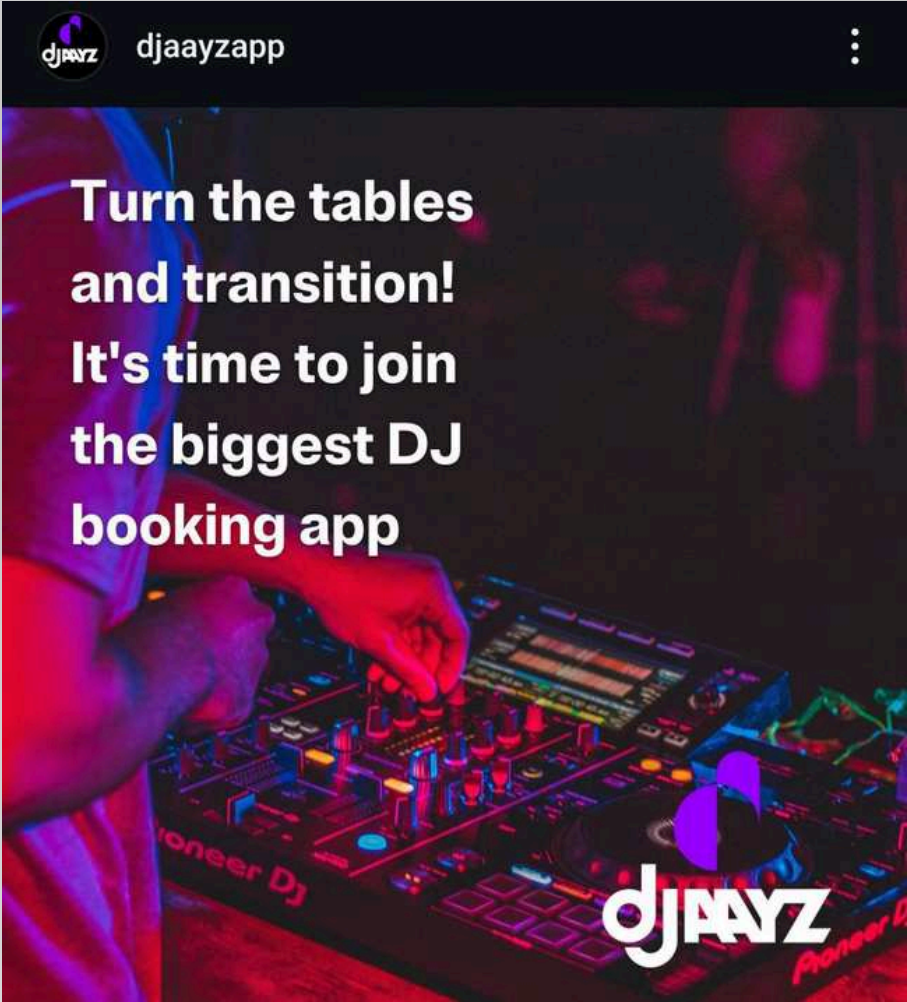
[Product range] was designed and developed in-house by [company’s] Research and Development Team over a 2-year period. The products were created in collaboration with key customers from the rail and utilities sectors in response to their safety needs. The range of products is produced from glass reinforced plastic (GRP), which means that they are lightweight and easily handled, versatile, and electrically non-conductive. Since the launch of the range earlier in the year, [company] have already received praise and recognition from the rail and utilities sectors for [product range] and the innovative qualities .

[Company’s] Engineering Director, commented, “*It was a great honour to be a part of the biggest event in the construction industry calendar. Coming second to the Crossrail Uphill Tunnel Excavator in the Product Design Innovation Category and receiving one of only five Highly Commended Awards is no small feat for a specialist supplier like us. [Product range] is to my mind the biggest product innovation within shoring for a decade, and my thanks have to go out to our dedicated team of sales and engineering professionals who have worked tirelessly over the last two years to successfully bring this product to market.*”

**Title:** Social media puns and captions (series samples)

**Medium:** Instagram posts

**Role description:** Caption content writer for a DJ booking app





**Title:** Life in the clouds! Adventures, altitude, and climate in Guatemala (shortened)

**Medium:** Blog, social media, and website

**Role description:** Content writer for a travel operator



Descending from the clouds into the Aurora International Airport, a bumpy landing signifies high altitude, strong winds, and low air pressure.

Situated at an elevation of 1,500 meters, Guatemala is a mountainous country where volcanoes dominate the skyline. From above, the land of the Republic is endlessly green, and it's easy to see why its name derives from the ancient Mayan for "place of many trees."

In Guatemala, the jade gem stone can be found; its emerald tones naturally complement the landscape. The rich soil, fertilised with volcanic minerals, produces coffee and a mass of tropical fruits, many of which grow freely.

The country is renowned for action adventures and natural attractions, from black-sand beaches to sky-skimming summits. Famous for the ancient Mayan ruins of Tikal and the cascades of Semuc Champey it's an explorer's paradise. Visitors can find a plethora of high-speed activities like ATV tours, paragliding, jet skis, helicopter rides, and canopy zip lines.

The country is positioned on the 'Pacific Ring of Fire' that crosses Central America and is where the majority of the world's seismic activity, earthquakes, and volcanic eruptions take place. There are four active volcanoes in Guatemala alone.

Thousands of daring travellers arrive in Guatemala and head to the colonial city of Antigua Guatemala in hopes of tackling the high-adrenaline Volcán de Acatenango volcano trek. This is a 3,500-meter ascent above the coastal plain to witness up-close eruptions of the nearby Volcán de Fuego (Fire volcano).

Arriving on the cobbled streets of Antigua, there's energy in the air.

The many mysterious ruins allude to a past tormented by nature. The UNESCO-protected city is surrounded by 3 volcanoes—Acatenango, Agua, and Fuego—and has historically bore witness to life-changing catastrophes like floods, earthquakes, and eruptions.

The extinct Volcán de Agua (Water Volcano) towers over Antigua, changing colour with the seasons. Its early lava paths ripple down green slopes, and it's often wrapped in lenticular cloud formations.

In contrast, the active Fuego volcano is green at the base but dark-grey and barren at the summit, with plumes of red, rose, and orange ash streaming down the funnel. Fuego's eruptions throw lava into the air and make window-shaking sonic booms that can be felt for miles.

The volcano treks are unforgettable challenges above the clouds, with breath-taking panoramic views and top-of-the-world sensations. The best visibility and conditions are from November to April. There are 37 volcanoes in Guatemala, and many can be hiked. But extreme altitudes are not for the faint of heart. At 2,500 meters altitude, sickness can occur, so it's recommended to acclimatise a night or two before climbing. The temperatures on the volcanoes can change during ascent, and visitors might find themselves continuously adding or removing layers. At the peaks, it can be bitterly cold with high winds.

Extreme weather and natural phenomena, like electrical storms and hurricanes, are patterned around Guatemala, and it's not uncommon to feel the ground tremble. The largest, most recent temblor was 6.8 magnitude, occurring in the middle of the night and lasting for around 30 seconds. The shake caused significant damage to roads and buildings.

Guatemala's temperature is continually comfortable, and it's

deemed "the land of eternal spring." However, there are many microclimates that can noticeably vary from cool to tropical, and due to the elevation of the country, strong winds come and go. Guatemala is home to 14 eco-regions, including an extensive mangrove network and the Maya Biosphere Reserve in Petén, the second largest forest in Central America.

The rainy season runs from May to October and is when roads turn to rivers, metal roofs leak, and life grinds to a halt as people shelter from passing downpours. The walls, terraces, and pathways are overrun by creepers that consume buildings in a matter of weeks. Bright hummingbirds hover around Jade and Trumpet vines that explode with vibrant turquoise and orange, while Bougainvillea burst red, purple, and fuchsia. Clouds and mists sweep down from the luscious mountains, fireflies light up the trees, and their glow-worm larvae shine like LEDs. But the rainy season is also when mosquitoes get hungry, flying critters emerge from their nests in the walls, and centipedes, scorpions, and spiders come in search of shelter.

The 'Canicula' weather phenomenon normally occurs in July and the annual period of increased temperature provides a short respite from the rainy season.

Life at altitude is full of heady experiences; it's unpredictable and untamed. The high and winding roads through untouched terrain take many on epic discoveries. It's not that there's something in the water, but there could be something in the air. In Antigua, the sun falls behind the volcanoes, church bells ring, and fireworks accompany nightly fiestas, lit by lava and the galaxy.

The extremes of Guatemala are not for everybody, but if embraced, they can lead to unforgettable high-altitude and high-octane moments.

**Title:** Short service summaries (series samples)

**Medium:** Instagram posts

**Role description:** Caption content editor/writer for a HR consultancy



**Title:** Takeaway ad creative (series samples)

**Medium:** PPC ads

**Role description:** Content writer for an agency representing restaurants



Chips, dips, and ha-hummus lips! Homemade traditional street food with a twist. Made with spiced pepper, tahini, olive oil, lemon, herbs, and toasted pita.

An Israeli experience.

\$6.00 only at [company]

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Have to ha-hummus! Take your tastebuds on a tour with our vegan starter. Authentic warm pita, fresh tahini, and sizzling pepper.

\$6.00.

Online orders for street food delivery.

[company].com

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Creamy and dreamy, heavenly ha-hummus! Our [company's] timeless temptation.

Fine food, elevated dining, and yummy starters from \$6.00

Visit [company] or [company].com.

**Title:** Product advertising (series samples)

**Medium:** Magazine and newspaper print ads

**Role description:** Creative content writer for a bicycle brand store



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Thanks for reading!

For any copy content projects, I'd be delighted to assist. Let's talk!

[jettexcopywriting@gmail.com](mailto:jettexcopywriting@gmail.com)

or

[jamesthomson28@gmail.com](mailto:jamesthomson28@gmail.com)

UK (+44) 07561 259416

Guatemala (+502) 55644945

Instagram: [@mr\\_j\\_tee\\_](https://www.instagram.com/mr_j_tee_)

LinkedIn: [linkedin.com/jamesthomson84](https://www.linkedin.com/jamesthomson84)

[www.jetttext.net](http://www.jetttext.net)



James Thomson