



Emmanuelle Chen-Huard

Professional copywriter

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Profile

Based in Paris, I provide copywriting, translation and consultancy services. Projects include case studies, testimonials, press releases, commercial brochures and articles for sales literature, internal communications and websites.

Over 12 years as a freelance :

- :: Editorial consultancy and copywriting for large and small companies.
- :: More than 350 case studies, press releases, brochures and articles delivered.
- :: More than 400 interviews of clients, partners, employees, managers, experts.
- :: Translation and adaptation to the French environment of technical and sales documents.

Attributes

- :: Production of top quality work on deadline.
- :: Accurate, lively and “easy to read” copies.
- :: Effective interface with clients and business partners.
- :: Trustful and long-lasting collaboration with clients.

Publications

- :: White paper “La nouvelle dynamique des relations presse en environnement IT” with Clipping-TU, PR agency.
- :: White paper “Enjeux et pratiques de la veille et des études médias” with Argus de la Presse, leader in press analysis.
- :: 2006 and 2007 Activity reports for Le Médiateur de la République, French national Ombudsman.
- :: The “Application Operational Pilot Guide”, an internal reference guide for EDF (national energy provider) IT department.

Education and Training

- :: PARIS La Sorbonne University CELSA (Information and communications high school).
- :: CFPJ : Journalism educational and training school of Paris.
- :: CRC (Manager Research Center) : “Strategic change in large companies” training course.

Languages

- :: French : native.
- :: English : Certificate of Proficiency in English at the British Institute.
Translations English >> French and adaptations to the French context, on either general or specialized issues (IT, management...).
- Writing articles in French with source documents in English.
- :: Portuguese : translations Portuguese >> French (academic articles, literature...).

>> See my clients

CLIENTS

INFORMATION TECHNOLOGIES – BUSINESS INTELLIGENCE – INTERNET

Ascential Software IBM
Business Objects
Compuware
Fujitsu Siemens
Hewlett-Packard
Hyperion
Intermec
Kxen
Microsoft
Neolane
Olivetti
SPSS
Sun|Netscape

Copywriting:

Success stories
Case studies
Testimonials
Press kits and releases
Internal articles
Commercial brochures
Product Information
Newsletters
Corporate magazines
Marketing kits
Technical and corporate site content
B2B & B2C sales literature

TELECOMMUNICATIONS

Bvrp Software
France Télécom Egt
Vodafone

Copywriting with interviews of:

*FTMS – Global One – FT Transpac –
Woozwoo – Vox Mobili...*

ENVIRONMENT – SUSTAINABLE DEVELOPMENT – ENERGY - INDUSTRIES

Ademe International
Electricité de France
Suez – Degrémont & Safège
Cegelec
Christian Dior Haute Couture
Atmosphères

Copywriting with interviews of:

*3M – Dassault – Thomson CSF – Usinor –
Rhodia – Club des Créateurs de Beauté –
PSA – Areva – Armor...*

SERVICES @ PUBLIC INSTITUTIONS

Médiateur de la République
Coliposte
Ecole des Gobelins
Mondial Assistance
MultiAssistance
Pharmacia & Upjohn

Copywriting with interviews of:

*Cap Gemini – Cegos – ICC – ACCOR – Sacem –
Interpol – Ministeries Economy, Defense, Justice –
Conseil Général 95 – Hospitals : Hôtel-Dieu, Rouen,
Grenoble, Vichy – Laboratories Aventis, Pasteur Sanofi...*

BANK @ INSURANCE

Aviva – Abeille Assurances
Scor
Abn-Amro

Copywriting with interviews of:

*LCL – BNP – CE – AXA – Generali – Dexia –
Le Continent – Sema Group...*

MEDIA - PUBLIC RELATIONS

Argus de la Presse
Clipping
Point Final

Copywriting:

*Press kits and releases –
Testimonials – White papers...*

HUMAN RESOURCES and MANAGEMENT issues

Hewlett Packard
Aquarius
Olivetti DRH
Abn-Amro
Scor HR
FedEx

Copywriting about following issues:

*France and International – Remote management –
Cultural diversity –
Shared jobs – Pension funds –
Intranet social activity reports –
Management communications kits...*