

# Patricia Atkinson

I am a freelance copywriter and PR consultant - Cork, Ireland

W: <http://www.worky.com/patricia-atkinson>

I deliver powerful messages to the media in a calm and pleasant way, and without any pomp, ceremony or conceit. It's a kind of madness in today's business world but I really do believe that being genuinely nice, kind and friendly actually gets results.

For over 21 years I have nurtured relations with clients and the media. The resulting column inches can be measured in terms of integrity, honesty and trust.

Media relations and copywriting services form the core of my business and I have worked for some great clients, ranging from the hospitality and food sectors to house-building and charities.

Copwriting assignments include everything from corporate brochures to sales literature, award entries, editorial features and staff newsletters.

## Patricia Atkinson's Professional Experience

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1991 - Present

### **Copylines PR - Director**

Own company specialising in providing a flexible and cost effective PR and copywriting service to clients across a broad range of business-to-business and consumer accounts. Services include strategic planning, researching, writing and distributing press releases, feature writing, event management, and copywriting newsletters, corporate brochures and other promotional literature.

Key Skills

media relations, writing

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1988 - 1991

### **Alliance International - PR Account Manager**

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1987 - 1988

### **Rhodes Advertising Ltd - Copywriter**

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1985 - 1987

### **Tandy UK (RadioShack) - Copywriter**

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## Patricia Atkinson's Education and Qualifications

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1987

### **Bachelor/Degree - BA Degree, English literature & Spanish University College Cork**

Postgrad in media skills and communication

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## Patricia Atkinson's Additional Information

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### **Links**

**Blog** - <http://www.copylinespr.blogspot.com>

**Linkedin Profile** - <http://www.linkedin.com/in/patriciacopylinespr>

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