

Mairi Damer, Director
WORD UP Communications

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With WORD UP Communications I support and guide all of my clients to identify exactly **WHAT** it is they want to say, **WHY** they are saying it, **WHO** they are saying to, and **HOW** they are saying it - whether in person, in print, online or on air.

Specialisms

- Copywriting for print, websites and digital platforms
- Media and communications consultancy and strategy planning
- *How to Write Right* - training in copy and content writing
- Media training - interview skills for TV and radio
- *Get Up, Stand Up* - public speaking and presentation skills training
- *Headlines & Hashtags* training - making the most of the modern media

Sector/clients

I work with clients as diverse as sole trader start-ups, community groups, small and national charities, the third sector, government funded agencies and small businesses.

Clients

People I have worked with include SCVO, Shelter Scotland, the Scottish College of Educational Leadership, the Centre for Excellence for Looked After Children in Scotland, sandyford.org, Early Years Scotland, Women's Enterprise Scotland, the Institute of Physics and Engineering in Medicine, Penington CoHousing, and the City of Glasgow College.

Work experience

My outstanding communications skills and experience were honed during a 15 year career as a BBC Radio Scotland producer and broadcast journalist. Before that I developed my public sector people skills during seven years as a local authority community recreation and events officer.

Geographical area covered

Most of my work is delivered in Scotland, but I am happy to travel within the UK and Ireland

Qualifications

BA (Hons) in Design for Communication Media - First Class Honours
M. Phil in Media Theory

Other