

Copywriter Synopsis

I am a British Native English Copywriter from London, UK and now based in Lisbon, Portugal. Having worked and travelled substantially throughout my professional career, I have gained experience in copywriting for various industries and international clients. This summary portfolio has been put together to provide an example of previous work and my writing style. For full academic and professional details please refer to my Resume.

After viewing the following content, please feel free to contact me directly on walnutmixer@gmail.com, 00351 934 308 680 (PT), 0044 7739 408 987 (UK) or via Skype ID: m.a.g.nogueira

Thanks for your time and effort.

Marco A. Nogueira

Content Page

1. Auto Europe Deutschland GmbH - Car Hire & Travel – Landing Page Content Page 2
2. PortugalTravelGuide.com – Travel & Tourism – Landing Page Content Page 3
3. Bwin Party – Online Gaming – Email Shot Page 5
4. Media College of Publishing – Academic – Car Promotional Copy Test Page 5
5. Marriott Vacation Club International – Hospitality – Printed Direct Mailer Page 6
6. Auto Europe Deutschland GmbH - Car Hire & Travel – Blog Article Page 7
7. Landley Ltd. – Push Message – Housing – Push Message Page 8

Client: Auto Europe Deutschland GmbH (Munich, Germany & Lisbon, Portugal)

Live Link: <https://www.autoeurope.co.uk/car-hire-melbourne/>

Brief: To research and write an enticing landing page piece about Melbourne city in Australia. The must take into consideration the “Car hire in Melbourne” keyword and company name. Audience will be for UK customers looking at hiring a car in Melbourne.

The Piece

Once you arrive in Melbourne, you will be immediately impressed with the size of the city. Being the capital of Victoria State, Melbourne is not only the largest city in this state but also the second largest in Australia. Read more on [general travel information](#) in Australia. Founded in 1835, the city is located on the natural bay of Port Phillip and bordered by mountain ranges and the popular tourist area of Yarra Valley. If wine tasting is your desire, then the Yarra Valley is a great place to start. With the freedom your **car hire in Melbourne** will give, you can visit this thriving wine district and taste classics such as chardonnay, pinot noir and numerous other sparkling wines. If you prefer beaches and nature, then heading over to the Mornington Peninsula would be your ideal setting. The perfect location to hire a beach house, the area provides an abundance of water sports and camping options.

Melbourne city itself is a bustling metropolis with numerous cafes, restaurants and tourist attractions. It is an international cultural hub full of festivals, comedy shows, music, drama, literature and musicals. The nightlife together with its waterfront make Melbourne an excellent city in which to go out in, and although driving around the city can be challenging at times, your hired car will give you the flexibility to explore further. Before picking up your hire car, make sure you have all the necessary documents, valid driving licence, voucher and have read our driving in Australia guide. Choosing a **car hire in Melbourne** can be challenging at times, finding the right vehicle within your budget can be time consuming and a headache. For everything car rental, **Auto Europe** is here to help you, so why not contact us today!

Client: Portugaltravelguide.com (Lisbon, Portugal)

Brief: To write a blog article exploring a wonderful hidden tourist location in Portugal. The location can be a region or city of your choice. It must contain at least five places to visit and be no longer than 1250 words.

The Piece

Visit Setúbal

Algarve, Lisbon and Porto are what normally spring to mind when planning to visit Portugal. It's true to say that these locations have much to offer, from good weather and beaches to history and culture, but very few travellers fail to head off the standard tourist trail. Looking closer you'll find that many other cities and regions also contain all the ingredients for a fantastic holiday and a memorable trip. This brings us to the city of Setúbal, Portugal, and all the "Luso" charm that it brings with it.

Setúbal is located approximately 30 miles south of the capital Lisbon, making it a great place to pop to even for a one day visit. The city is nestled between the Natural Park of Arrábida and the Sado River estuary, which feeds into the Atlantic Ocean. From its humble beginnings as a small fishing village, it has since become the municipalities' capital and grown in population to approximately 120,000 inhabitants. With a dolphin colony, the nearby Tróia peninsula (with Flamingos), castles and great sea food, this largely unspoilt destination has become more popular as of late with tourists. Here is the Portugal Travel Guides list of things to see and do whilst visiting:

Palmela Castle & São Filipe Fort

High above and overlooking the city of Setúbal is Palmela Castle and the São Filipe Fort, with the penultimate one being the older of the two. The castle dates back to the 8th century but the area derives its name from its much earlier Roman founder Cornelius Palma. São Filipe Fort dates back to 1582 and was originally derived to protect the city against invaders from the sea. Both the castle and the fort have unique beautiful views over the city, Atlantic Ocean, Sado Estuary, the Natural Park and the whole region. You are able to book a stay in both locations and also wander through much of the castle and fort. We highly recommend having a coffee on the forts promenade with spectacular views over the river and beaches.

Dolphin Colony

Setúbal's river is called the Sado. Even though it is one of the main all-year round seaports into Portugal and the Iberian Peninsula, it still presents you with beautiful blue and in some places crystal clear waters. So much so, that a whole colony of dolphins lives in the river, with local dolphin tours available should you want to pay them a visit. If you're lucky you may even see some whales!

City centre & Sea Food

The city centre has a lot of charm mixed with tradition and modern architectural twists. With its numerous restaurants, in which you can buy the local delicacy of "Choco Frito" fried cuttlefish, to endless cafes, where you can pick up a Pastel de Nata and an espresso, the city is full of places to eat and relax. It is also of no surprise that being next to the sea means the city is famous for seafood, from fried sardines, sword fish to bream and sole. Crabs, muscles, lobsters and oysters are never far behind. The main avenue every afternoon and evening has a vibrant family atmosphere and is full of smoke from the sheer number of barbecues in use.

If history is your forte, then we recommend a visit to the 1490 monastery, a unique place full of 15th century charm. Alternatively, numerous other historical sites and museums are scattered around the city and dedicated to local famous artists, painters and the region's history. One such artist being Lady Luisa Todi, that became a world renowned singer and actress with performances in the UK, France, Germany and Italy from 1777 until her death in 1811. At the height of her career she even performed for Beethoven in 1790. Near the city hall you'll also find the statue of local poet Bocage, another 18th century famous poet from the city, who was involved in the Neoclassicism literary movement.

Beaches

Setúbal has some of the best beaches in Portugal and was voted as having Europe's Best Beach in 2017. All the beaches compose of golden sand, clear blue water and blue flag awards. They are well equipped with sun beds, butterfly paddle boats and lifeguards during the bathing season. On some you will also find restaurants and cafés. Figueirinha Beach is the biggest and has a car park together with many facilities. The other beaches are Galapinhos, Portinho da Arrábida (voted best European beach in 2017), Galapos beach, Coelhos beach, and many more. If you'd like to stay closer to the city centre, then Albarquel beach is only a short walk away from the main avenue. On the beaches you have the opportunity to take part in many water sports such as paddle, kayaking, banana boat rides, etc. Great fun for the whole family! A free open top bus is available to ferry people from the city to the beaches, although it doesn't operate out of bathing season.

Arrábida Natural Park

The Arrábida National Park is a 27.88 square mile reserve nestled between the Atlantic Ocean and the city. Due to its location the climate is similar to the Mediterranean with temperatures during the summer similar to that of tropical regions. The park has an array of flora not seen anywhere else, a mix of Mediterranean and Atlantic vegetation. With plenty of golden sandy beaches, crisp blue water, cliffs and historical palaces and a monastery along the way, this park is a perfect place to disconnect from the world. A total detox from technology event is even held yearly for those interested. If you're looking for a more active getaway, you can also do plenty of sports here, such as paragliding and hiking.

Tróia Peninsula

Situated on the southern side and only a short ferry ride away is the Peninsula of Tróia. This vastly unspoilt region although not part of Setúbal is well worth a mention. Here you will find the foundations of the original slightly submerged Roman settlement, loads of flamingos and of course plenty of sandy dooms. A recent addition has been a casino, hotel and marina, together with a golf course.

Overall the city and its local area has lots of things to entertain and create lasting memories for any visitor - unfortunately too many to list here. If you're planning to visit somewhere less known, then you can be assured that this location will pleasantly surprise you. We would recommend picking up a car and exploring Setúbal with its surrounds at leisure. Portugal Travel Guide has experience in working with many local agents to provide you with a great hassle-free quotation.

If you have been to Setúbal, we would welcome your thoughts in the comments below.

Client: BWIN Party (Gibraltar)

Brief: This July Party Poker will send 25 players to Las Vegas to play in the WPT500 at Aria Resort and Casino. Additionally, each of our winners will also take a friend along to enjoy the experience. Please produce some suitable copy for a launch email (100 words).

The Piece

This June 2nd until July 9th enjoy all the excitement of Las Vegas with a friend! The lights, glitter and thrill of taking part in the WPT500 at the Aria Resort and Casino, could be yours by simply liking Party Poker on our Facebook page and sharing. Meet some of the best global poker players and be inspired by their skill and dedication. An all expenses paid stay at the Aria Resort with entrance into the World Poker Tour for you and a lucky friend is up for grabs. Don't delay, enter now and you could be our lucky winner.

Client: College of Media & Publishing (UK)

Brief: To research and write a promotional publication for Bentley Motors. The layout should be submitted in the correct copywriting style.

The Piece

MEMO NOT FOR PUBLICATION:

Research gathered from Bentley website, Twitter and Facebook social media accounts.

END OF MEMO

The **Bentley Continental GT W12 2018** (correct) coupé radiates charisma, luxury and a lifestyle many can only aspire too. This third generation Grand Tourer's LED welcome lights alone mesmerise you upon approaching, and whilst you make yourself comfortable in the Bentleys (correct) leather driver's seat, you'll be dazzled by its dual veneer trim polished chrome and interior colour combinations. With standard features such as cruise control, an Audio 650Watt, 10 speakers digital or satellite radio, and an industry first rotating 12.3" High resolution touch screen, this British made motor is pure bliss.

Grasping the heated leather steering wheel and turning the ignition key, releases what is indisputably the most advanced Bentley (correct) ever made! Its 6.0 Litre Twin Turbo Petrol Engine will undoubtedly bring an eclipsing smile to your face. From 0-60 in just 3.6 seconds and a top speed of 207mph, the Continental will never disappoint. Being handmade also allows for limitless customisation options, which in turn guarantees that no two Bentley Continental (correct) cars are the same.

From **£156.700**, you won't only be buying a magnificent coupé, but you'll also be buying into the history of British motorsport and all the values it portrays. Find out more at bentleymotors.com, message @BentleyMotors, #continentalGT.

Client: Marriott Vacation Club International (UK, Spain & France)

Brief: To create a printed mailshot for the Marriott Vacation Club (MVC) Outreach Program. The text must follow MVC brand guidelines and mention 4 days/3 nights in Spain, 10,000 Marriott Rewards, €100 Marriott Voucher, £119 per person, Hire car for your 4-day stay and attend a 90-minute presentation. Word Count around 350.

The Piece

Spend a memorable 4 days/3 nights in Spain, with hire car included

PLUS receive 10,000 Marriott Rewards® points and a €100 Marriott® voucher for only £119 per person*

Relish in the Spanish sunshine, enjoy the local delicacies and take a siesta on one of the numerous Mediterranean beaches. As a privileged Marriott Rewards member, we are pleased to invite you to our luxurious Marriott's Playa Andaluza resort, where you can savour first-class comfort and experience how Marriott Vacation Club can make your global holiday dreams a reality.

Indulge yourself in the exceptional facilities of our lavish property, take a swim in the refreshing pools or simply enjoy the well-equipped resort gym. Explore the local culture and enjoy a level of unprecedented freedom only offered by private clubs. All at an amazing price.

Plus, holiday before the end of 2013 and enjoy a €100 Marriott voucher to spend on your next stay at any Marriott or Renaissance® hotel worldwide.

For only £119 per person* your offer includes:

- 4 days/3 nights' in a luxurious two-bedroom/two-bathroom apartment (accommodating up to 6 family members)
- Hire car for your 4-day stay
- 10,000 Marriott Rewards points
- A 90-minute presentation about the benefits of Holiday Ownership with Marriott Vacation Club
- €100 Marriott voucher if you travel before the end of 2013

Whilst you're on holiday, we'll give you and your partner a one-on-one tour of the resort and presentation to explain the benefits of our Holiday Ownership concept. Operating more than 50 first-class resorts in some of the most desirable destinations, we have the largest luxury resort ownership system in the world with over 400,000 Owner families.

Hurry, you only have until 15th October 2013 to reserve your place; you then have a 12-month period within which to confirm your dates and travel.

*An additional £60 nightly supplement is payable for all July and August bookings and from 18 April 2014 - 27 April 2014.

Client: Auto Europe Deutschland GmbH (Munich, Germany & Lisbon, Portugal)

Brief: To create a blog article based on our recent UK research about what Brits like to do on holiday. Based on the research, Brits read an average of 2.5 books each on holiday. This statistic must be incorporated into the text. You are free to create a title, topic and content around this result. Word count around 700.

The Piece

Ideal places to read whilst on holiday

Let's face it, many of us like a good read whilst on holiday. It is also true to say that many also love the active side of holidays, such as sightseeing and touristy activities, but for others, going away is all about laying on a towel by the beach or pool with a good book and a cocktail or two.

For many busy Brits, those all elusive books, which you've been meaning to read for six months, can now be picked up, dusted down and placed into your travel bag. There is always something magical about a physical hardback book! For others, with a greater yearning for variety and the desire to not go over the luggage weight allowance - Kindles are the answer. The Kindle can provide access to as many books as you want, saving you much needed room for other holiday items.

Although the need is there, finding the right moment and time to read on holiday isn't always an easy task. If you travel alone, opportunities arise. However, if you aren't travelling alone, getting those few extra minutes of calm can be priceless. Ideal locations aren't always obvious, but hopefully these will help you gain some ideas:

- On the plane/train – By far the most common place to get some reading time is during your travel. Assuming the person next to you isn't always talking; you can safely tuck into a good novel and make a 2-hour journey fly by. Another option could be within the waiting areas.
- On the sun lounger – These haven areas offer the ideal location to catch up on your novel. Often found by the poolside or along beaches, just make sure to get to them nice and early.
- In your vehicle – Making sure you're stationary, hand break is up and engine is off... the car can be a perfect place to catch up on some reading. Find a quiet place, over-looking a beach or some countryside and simply park up.
- At the coffee house – Another perfect location to relax and read at is among one of the many cafes scattered around town. There is something charming about sitting at a table with a coffee and a good book.
- Main library – For those die-hard readers among you, holidaying in a city with a famous library always deserves a visit. Looking through the local collections and being surrounded by the extravagant architecture, can make anyone feel like the next best author - but why stop there? Pull up a chair and start reading your favourite novel.
- The restroom – There is no denying that if all else fails, the restroom is the place to go to especially if you aren't travelling alone. A guaranteed location for privacy means that getting through a few pages is easily achievable.

When the moment of travel finally arrives, the time to contemplate which book to actually pack is also at hand. Shall I take 1 book or all 3? Do I fancy reading a thriller or a romance novel? The choices are endless and often left to the last minute.

If it is fantasy books that interest you, personally, you cannot go wrong with a Sir Terry Pratchett novel. His comical and iconic Discworld collection is enough to make anyone's holiday brighter. With more than 85 million global sales, in 37 languages, he

was far the best selling UK author of the 90s. Of course, you can also look into other iconic authors such as J. R. R. Tolkien, J. K. Rowling, Paula Hawkins, Nicholas Sparks and Douglas Adams – to name but a few.

Have you found the perfect reading location whilst on holiday? Why not let us know below?

Client: Landley Ltd. (UK)

Industry: Property

Medium: Push Message

Brief: Create a Push Message (20 Words) for the launch of Cordwainer House, Hackney. This is to support our recent email campaign and promotional page.

The Piece

Join us this Weekend for the Cordwainer House, Hackney, launch. 1 Bed from £280,000. 2 Beds from £550,000. Info:
<https://tinyurl.com/yc5rvha5>