

I'm a skilled and experienced content marketer that has worked primarily in the B2B space for software-as-a-service companies. My work includes content writing and editing (articles, blog, white papers), but also copywriting for websites and social channels to maintain tone of voice across all assets.

Here are some links to my professional portfolio.

Verb Consulting (written articles/case studies - technology):

[Getting to grips with animation](#)

[Deepfake technology for entertainment: the pros and cons](#)

[How motion capture enhances sports product testing](#)

[Canadian Sports Institute Calgary: Motion Capture can create The Margin of Victory](#)

[Take a look at our favourite motion capture projects](#)

[Introducing the Firefly: Harness the next generation of drone motion tracking](#)

[Introducing the Vespa package: a new all-in-one kit for drone tracking](#)

[Bournemouth University fosters the future of animation with Motion Analysis](#)

[Ones to watch: the leading motion capture trends to follow in 2023](#)

[How to set up the seamless Noraxon integration with Cortex](#)

[What is optical motion capture?](#)

[Client spotlight: How Mizuno accelerates sport testing with Motion Analysis](#)

[How to develop a marker set that meets your needs](#)

ProFundCom (written articles/white papers/social media - marketing automation):

[ProFundCom Report – Benefits of Using AI in Fund Marketing 2023](#)

[ProFundCom Report – Six Secrets of Creating & Distributing Great Fund Content](#)

[WEBINAR REPLAY: The 6 Secrets of Creating & Distributing Great Fund Content](#)

[4 unique ways that AI can enhance investor engagement](#)

[How AI-backed data analytics can improve your digital marketing decisions](#)

[Save valuable time and costs with AI workflow tools](#)

[How to use AI's predictive analytics to better target your investors](#)

[How Account-Based Marketing Aligns Sales and Marketing Teams](#)

[Five Tips to Build Successful ABM Campaigns for Funds](#)

[How To Craft The Perfect Content Marketing Plan For Fund Managers](#)

RelyComply (written articles/social media - AML):

[Is artificial intelligence really the silver bullet for streamlining AML compliance?](#)

[The Cost of AML/CFT Compliance: Balancing Efficiency and Effectiveness](#)

[How culture can drive innovation for AML compliance](#)

Investment Week (news articles/financial journalism):

[All eyes on Bank of England as inflation returns to 40-year high](#)

[Quilter Cheviot launches second growth fund in sustainability range](#)

Arachnys (written articles - financial crime):

[Know Your Crypto: How KYC and AML are Helping Cryptocurrencies Go Mainstream](#)

[Are Gray Area NFTs the New Source of Crypto-concern for AML?](#)
[The Rise of Adverse Media Screening in KYC, AML and CDD](#)
[Smoke Signals: Money Laundering and the Illegal Tobacco Trade](#)
[The ambiguous picture of money laundering in UK real estate](#)
[Meeting compliance and the challenges of manual onboarding and KYC refresh for banks](#)
[The increasing risk of money laundering through illegal dog trafficking](#)
[Concerning our coasts – money laundering and trafficking in global fishing](#)
[US financial crime spending lags behind European counterparts](#)
[The Arachnys Data Source Series: Nigeria](#)
[The Arachnys Data Source Series: South Africa](#)
[Marijuana due diligence: retrospectives, reviews and predictions](#)
[How gold trading continues to trouble AML investigators](#)
[Gambling AML: an industry still flush with fincrime](#)
[Cattle laundering poses problems for supply chain due diligence](#)
[Ecclesiastical crime: the due diligence challenge for churches and banks](#)
[Know Your Donors: the improving KYC picture for charities and banks](#)
[Kicking off the AML collaboration between sports clubs, banks and regulators](#)
[The money mule pandemic which continues to challenge banking AML](#)

Kurtosys (written articles/web galleries/videos - marketing, fintech):
[Kurtosys portfolio \(Google Drive\)](#)

More, including music reviews, included here:
<https://linktr.ee/e1burr>