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# Peter Springett

CONTENT STRATEGY - SOCIAL MEDIA -  
BUSINESS COPYWRITING - TRAINING

## PROFESSIONAL SUMMARY

Peter Springett is an experienced b2b content and social media strategist with a track record of more than 20 years delivering results for some of the biggest names in tech.

From cloud computing giants and global music streaming services to the latest generation of AI startups, he helps clients turn complex technology into inspiring messages aimed at a range of industries including finance, manufacturing, transport, government and education.

As a copywriter he is equally at home writing in-depth white papers as he is publishing high-frequency blogs, landing pages, email copy and social media posts. Having managed and worked with large content and marketing teams, he enjoys collaborating with his clients including C-level decision makers, marketing leads and team managers.

He speaks fluent English and French.

## CONTENT PHILOSOPHY

When it comes to content, the strategy is everything. I work with my clients to understand their goals, determine their strategy and define the steps that support rapid research, generation, and publication.

I'm a results driven individual so measuring and learning from individual data points and structured analytics is also fundamental to my approach.

## EDUCATION & CERTIFICATION

- ▶ University of Helsinki, Elements of AI, Artificial Intelligence
- ▶ General Assembly, Digital Marketing incl. SEO, analytics, email marketing
- ▶ University of Oxford Bachelor of Arts - BA, English and Modern Languages