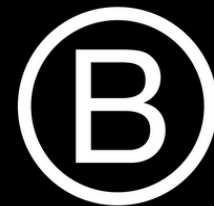


Certified



Corporation

Introducing Rin Hamburgh

Founder, RH&Co

Strategic brand copywriting for expert-led businesses

RH&Co.

**Rin is a journalist
turned copywriter,
and founder of Rin
Hamburgh & Co, a
strategic brand
copywriting agency
and certified B
Corporation.**



About Rin

Rin started her career in journalism over 20 years ago, writing for a range of publications from **the Guardian to Psychologies magazine** before stumbling into the world of copywriting. Having built a successful freelance career, she launched the agency in 2017.

Today the **RH&Co.** team specialise in helping expert-led businesses to define and articulate their brand message, and to build their reputation using content designed to **cut through the noise and the cynicism** that define today's marketing ecosystem.

When she's not working, Rin spends as much time as possible with her partner and 8-year-old twin daughters, **ideally in their self-build campervan, Phileas.** She is a member of Bristol's Gurt Lush Choir, and a keen swimmer.

“What an engaging presenter – her style and approach reel her audience in!”

Dave Stevens, Business Marketing Club

“Rin is one of our favourite speakers! She is engaging, knowledgeable, warm and passionate and we always receive wonderful feedback from audience members.”

Katherine Piper, Future Leap

“Rin has a very warm and calming approach when presenting, and is incredibly engaging with her content and insights.”

Sian Pitman,
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Specialist subjects

Rin speaks on a range of topics, from brand messaging to marketing communication, content strategy, persuasive writing and more. Her particular expertise centres on three key areas:

Expertise-based content

- What is expertise and how do you prove you have it?
- Communicating complexity
- How to leverage subject matter experts

Communicating value and values

- Developing an effective value proposition
- Impact reporting and other values-led comms
- Greenwashing and how to avoid it

B2B content effectiveness

- Mapping content to the buyer journey
- Understanding how to target senior leaders
- Repurposing content for maximum ROI

As seen at...

brightonSEO.



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The
Business
Marketing
Club



Let's start a **Co.**nversation

If you're interested in booking Rin as an event speaker,
podcast guest, media spokesperson or guest contributor,
please get in touch.

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www.rin-hamburgh.co.uk

RH&Co.