

Full cycle bid coordination and technical writing services

## Introduction

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Bid Works is a registered business with ASIC, set up by myself to meet the bid and tender requirements of professional services consultancies who may need extra help in this area. I also offer technical writing and editing services on other marketing communications including award submissions, news releases, technical articles and project datasheets.

From 2007 to 2013, I held an in-house bid manager role for a leading engineering consultancy, working closely with client managers and technical leaders to secure new projects. During my time with this consultancy, I took a central role in approximately 200 bids, ranging from multi-million dollar contracts to smaller strategic projects. I am well-versed in deciphering complicated government tenders. I contributed to the winning bids for some of the biggest infrastructure projects in Queensland, including Cross River Rail and Eastern Busway in Brisbane, and Transport Network Reconstruction Program for Far North, Central West and North West Regions.

I have a strong work ethic obtained in demanding roles in highly competitive industries, and I pride myself on absolute confidentiality.

I engage with staff at all levels and motivate bid teams to exceed client expectations and win key projects. I am obsessed with absolute quality and I have received consistent feedback from senior managers and (most importantly) clients, that I have raised the standard of bid submissions significantly.

In addition to 16 years' of professional experience in document production roles, I also hold a Diploma of Editing and Publishing from TAFE, and also received an excellent grounding in plain English guidelines during my time in the Office of Queensland Parliamentary Counsel. I am able to bring this ability to "decoding" technical jargon and helping bid teams to present their case clearly and concisely.

## Services

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### Full cycle bid coordination

- Analyse Requests for Proposals (RFPs) and break them down for the bid team.
- Set up bid timetable including regular reviews, so that the process moves along smoothly and efficiently.
- Facilitate bid strategy sessions that enable teams to develop key selling points for the bid, and then making sure the bid document stays "on message".
- Create a master proposal document that includes all information requested by the client as well as any special formatting requirements, but is also recognisably in the tenderer's corporate style.
- Write the non-technical sections of the bid, including team (usually the highest scored criterion).
- Edit technical sections to increase clarity, introducing creative diagrams and graphics instead of long blocks of prose wherever possible.
- Create organisational structures that best showcase the team.
- Pull together all other aspects of the bid, for example filling in all forms, providing boilerplate information and compiling relevant and up to date CVs for the project team.
- Double check proposed price and resource allocation.
- Present the final bid submission to the highest standards – from immaculate page layout to correct grammar and spelling.

**Mary Doyle**

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12 Morant Close, Seventeen Mile Rocks, Qld 4073

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## Other services

I can tailor my services to fit your needs. For example, sometimes all that is required is a review close to the bid submission deadline. I can take your bid and within a few hours (depending on the size), I can turn it into a cohesive, good looking submission. If I have more time, I can also edit all the text for clarity, and rewrite sections if necessary.

I am also able to set up the bid for success by carrying out the first few steps of the full bid cycle, for example, analysing the RFP and setting up the master proposal document for the bid team to take forward.

I can also offer skills in the following areas:

- Technical writing and editing of all marketing communications, including award submissions, news releases, technical articles, project datasheets and so on.
- Fine-tuning grammar and word usage.
- Decrypting seemingly impossible Word documents.
- Packaging up multiple files into single PDF files that meet electronic tender space allocations whilst retaining all their features.

## Rates

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I am fully set up to work from home, or I can base myself in your offices. I am available for bid strategy sessions and reviews as necessary.

As a very broad indication, my rates would vary from **\$60 to \$100 per hour** depending upon the level of work required and the length of the contract. Please call me to discuss your needs.

## Referees

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My referees below would be happy to attest to my experience and expertise.

### Mark Olive

Regional Manager – Transport Clients  
Sinclair Knight Merz  
32 Cordelia Street, South Brisbane Qld 4101  
T 07 3026 7541 | M 0438 833 492 | E [molive@globalskm.com](mailto:molive@globalskm.com)

### Mark Ullman

Associate Civil Engineer - Transport Infrastructure (Team Leader)  
Sinclair Knight Merz  
32 Cordelia Street, South Brisbane Qld 4101  
T 07 3026 7975 | M 0400 553 075 | E [mullman@globalskm.com](mailto:mullman@globalskm.com)

### Perci Barnes

Senior Traffic Engineer and Transport Planner  
(Currently based in Barcaldine, working on Transport Network Reconstruction Program)  
Sinclair Knight Merz  
32 Cordelia Street, South Brisbane Qld 4101  
M 0428 262 075 | E [pbarnes@globalskm.com](mailto:pbarnes@globalskm.com)

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