

Qualifications

- CF APMP
- NVQ Level 5 – Management & Leadership
- BA (Hons) Business Management
- Diploma in Civil Engineering Technology I (single subject module)
- B Tec National Business & Finance
- NVQ Level 3 – Customer Service
- NVQ Level 3 – Administration
- 10 G.C.S.Es



Key Skills

- 20 years of Bid Management & Writing experience
- Experience of tender value ranges from £10,000 to £100+million
- Civil engineering, rail, construction, social housing and transport sectors
- Works well under pressure and against tight deadlines
- Excellent verbal and written communication skills
- Thorough understanding of the bid process, deliverables, storyboarding, answer plans and USPs
- Ability to work creatively and with initiative
- Excellent knowledge of the full Microsoft Office suite, EasyPQQ, Office 365 and SharePoint

Overview

An APMP member and educated to degree level, I am an experienced and talented Bid Writer/Manager with a demonstrable track record of success over the past twenty years. I understand the language of procurement and know how to write, structure and present information to improve the impact on bid evaluators. I have regularly achieved PQQ results of over 90% and high-quality scores on tender submissions. In addition to bid writing, duties have included the following:

- Completion of Bid/No Bid documents
- Development of bid strategies, SWOT analysis, high value propositions and storyboards
- Creation of bid responsibility matrix and bid programme to track progress

I work across multiple sectors; however, my specialism is in the areas of construction, civil engineering, highways, rail, social housing and transport. My previous experience as an in-house Bid Writer/Manager for large and small companies enables me to effectively integrate with existing bid teams.

A strong team player with excellent communication skills, I am able to converse with internal and external stakeholders at all levels. Enthusiastic and extremely outcome focused, I ensure that all tasks are always delivered to the highest standard and to deadline. I work closely with subject matter experts to fully understand business activities to help create compelling and persuasive tender responses.

I am a proactive individual who strives to not only continuously improve bids, but self-development as I have recently achieved APMP Foundation Level certification. During 2023/2024 I have attended BPC Orlando, BIDx The Big One (Birmingham), BPC Barcelona and BPC NOLA which included keynote speakers, expert industry education, networking, interactive sessions and informative presentations.



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Diana Holden Bid Writing Service



Freelance Bid Writer – April 2018 to present

Diana Holden Bid Writing Service Limited

Services include full write, partial write, edit & improve and proofread & sense check. I assist in completing Capability Brochures, PAS91 Questionnaires, Supplier Questionnaires, Approved Lists, Standard Selection Questionnaires, Expressions of Interest, Prequalification Questionnaires, Sifting Briefs and ITTs (Quality / Technical Responses).

Recent testimonials:

"We recently used Diana to support some business critical bids. Her work was thorough, a high standard and delivered on time. A pleasure to work with and I would recommend to anyone wanting help with bid writing services." **Senior Bid Manager, ISG Construction**

"Diana has done a great job supporting us with a large tender including bid management and writing. We would have no hesitation using Diana's services again in the future." **Director, CALM Group Ltd**

"Diana was an important part of my bid writing and strategy team on a major bid into the MoD. She quickly understood the complex issues involved and translated them into simple, easy to read responses. She's a pleasure to work with and I hope we work together again soon." **Director, Vision TDM Ltd**

"Diana's methodical and proactive approach helped us to compile and write a major bid submission. The quality of the submission would have been far less without her input." **Director, Pozzoni Architecture Ltd**

Bid Manager Roles – 2015 to 2018

Strategic Team Group, Freedom Group, Tracsis Traffic Data Ltd and Wates Construction Ltd

Preparing and writing excellent quality tender submissions, tailored to the requirements of each individual Client and producing the best possible bid for the company. Completion of Bid/No Bid document and creation of bid responsibility matrix and bid programme to track progress. Updating and analysis of Sales Pipeline. Organising and chairing of Bid Launch and Adjudication meetings. Liaison with operations and support functions within the business. Carrying out research, updating records and maintaining detailed information as part of the internal bid toolkit. External stakeholder research and proposals in line with CSR requirements.

Regional Bid Writer – 2011 to 2014

Vinci Construction UK Ltd

Coordinating, writing and producing tailored proposals, Capability Brochures, Prequalification documents, Tenders, Client presentations and Regional Awards for the Northern Region from start to finish. Project values ranged from £3m to £75m, and covered frameworks (EFA Priority Schools, P21+ (NHS), MoJ and YORbuild) and private and public opportunities for the industrial, retail, leisure, commercial and rail sectors. Assessment of deliverables and via tender launch meetings assigned and co-ordinated internal and external responses, including document design and layout. Capturing and retaining best practice on previous submissions and communicating across the business.

Bid / Submissions Author Roles - 2004 to 2011

Costain Ltd (Civils), Carillion Civil Engineering, VHE Construction and Cemex Surfacing Ltd

Preparing, writing and coordinating pre-qualification documentation and bid/quality submissions. Many of these were for Network Rail, Highways England, County Councils and Local Authorities. Carried out site visits to obtain photographs and local information. Visited live sites to take progress photographs and discuss the scope of works in order to prepare Project Data Sheets/Case Studies. Liaison with specialist services to capture best practice procedures and information.

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