

## Tom May

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### Overview

With more than 20 years of journalism experience on both mass-market and niche titles, I am highly experienced in writing, commissioning and editing across all forms of print and digital media.

I was integral in the launch and development of Creative Bloq, the world's leading website for the creative community, via a strong focus on SEO, social optimisation and specific content crafting.

I have developed bespoke content marketing strategies for global companies including HP, iStock and Microsoft. I have played a key role in generating new revenue streams through the development of conferences and other events aimed at creative professionals.

### Experience

**Group Content Manager** | August 2014 – present

Digital Creative Group | Future publishing, Bath

Managing a team of five journalists generating content for print magazines, bookazines, websites, apps, email newsletters, bespoke content marketing content, B2B and B2C marketing and support material.

**Associate Editor** | May 2012 – July 2014

Creative Bloq | Future publishing, Bath

Founding and developing this new website for creative professionals. Aggressively building page views and visitors through quality writing and a strong focus on SEO and social media. Developing key commercial relationships with Adobe, Microsoft, HP, iStock, Shutterstock, Getty and more.

**Acting Editor - Deputy Editor - Operations Editor** | January 2008 – May 2012

net magazine | Future publishing, Bath

A succession of editorial roles on the world's no. 1 print magazine for web designers and its website.

**Production Editor** | August 2006 – December 2007

Various titles inc. Total Film, SFX, Imagine FX, Digital Camera | Future publishing, Bath

Writing, commissioning and editing for a variety of popular magazines and websites.

**TEFL Teacher** | 2004 – 2006

Teaching English as a foreign language in Japan. Two-year career break.

**London-based Journalist** | 1993 – 2004

Various titles inc. The Sun, Guardian, Company, CosmoGirl, Bella, Good Housekeeping, NME, Radio Times

## Education

Cardiff University

1992 -1993 | Postgraduate Diploma in Journalism

Exeter University

1988 -1991 | BA (Hons) Politics

## Skills

- Editing using content management systems
- Analytics packages including Google Analytics and ComScore
- Social media management including Hootsuite and TweetDeck
- Basic HTML and CSS
- Full Clean Driver's Licence
- Japanese (Level 3)

## Hobbies and interests

- I love to travel and am keen to go off the beaten track, whether that means driving a husky-driven sled across the Arctic, volunteering in the Gaza Strip or climbing mountains in Japan.
- I enjoy music festivals, theatre and cinema.