

# Robert Gillam

## Specialist seeking copywriting and communications opportunities

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**Nationality:** Australian Citizen

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**Custom field:** Communications professional, since 1997

**Custom field:** Copywriter, managing editor, copy editor/subeditor, freelance writer



## Profile

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PR copywriter, feature writer, managing editor, copy editor/subeditor. Degree in print journalism from Charles Sturt University and over 25 years' industry experience.

Presently contracting to clients via Havas Blvd and Indesign Media, and working directly for industrial clients including BlueScope.

Longstanding managing editor *Steel Profile* magazine for BlueScope (across three agencies since 2007). Continuing editing and writing for the title.

I can also coordinate other services through my network, including still photography, videography, video editing, graphic design, digital and social – basically anything you need from an integrated agency.

See my portfolio examples on robgillam.journoportfolio.com

## Work experience

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05/2017 – present  
The Rocks, Sydney,  
Australia

### Writer (contract)

#### Havas Blvd

[havasblvd.com](http://havasblvd.com) (fully integrated content agency)

[www.linkedin.com/company/havasblvd/mycompany](http://www.linkedin.com/company/havasblvd/mycompany)

Havas Blvd creates PR content that gets clients noticed through compelling storytelling.

#### Summary of role:

Performing public relations and other communication services for industrial and automotive clients.

[pressroom.com.au](http://pressroom.com.au)

#### Client: **Toyota Material Handling**

<https://www.pressroom.com.au/home.asp?clientID=14>

#### Client: **BlueScope**

Producing *Steel Profile* magazine – BlueScope's flagship architectural title  
[steelprofile.steelselect.com.au](http://steelprofile.steelselect.com.au)

11/2007 – 04/2017  
North Sydney, Australia

### Group Account Director The Project Group (closed)

[www.theprojectgroup.com.au](http://www.theprojectgroup.com.au) (fully integrated communications agency)

## Work experience

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<https://www.linkedin.com/company/the-project-group/about/>

The Project Group was a longstanding communications agency that performed a wide range of services for clients, predominantly from the industrial and automotive sectors. It was acquired by Havas Blvd.

### Summary of role:

The role was as detailed for Havas Blvd; performing public relations and other communications services for Komatsu Australia and Toyota Material Handling Australia.

Also for other clients including Toyota Motor Corporation Australia (automotive); Toyota Financial Services (finance solutions); Toyota Fleet Management (vehicle leasing); Hino (trucks); The Australian LPG Association (Autogas); B&D Doors (garage doors); Jeld-Wen (doors and windows); Schenck Process Australia (mining process equipment); Westmead Millennium Institute (medical research); The National Institute of Complementary Medicine (Western Sydney University); Jamestrong Packaging (can-makers).

In addition to producing *Steel Profile* magazine I also produced and directed many videos for BlueScope, for example:

- <https://vimeo.com/218573111>
- <https://vimeo.com/218573065>

### Key achievements:

Bringing *Steel Profile* magazine into the top three industry magazines as nominated by a comprehensive Australian Institute of Architects survey. Continuing to produce a highly respected title for the architectural industry that also provides balanced product messaging for the client

Achieving an 800 percent ROI for BlueScope on a key new product campaign

Successfully navigating several client staff restructures over a lengthy retainer period

Managing and mentoring internal teams and training junior staff

Key tasks performed included:

- Client liaison
- Taking briefs
- Producing copy and videos. Coordinating images, design, image and video editing
- Publication planning and production (managing editor)
- Media liaison
- Reporting
- Some social media strategy and activation

### Previous Professional Experience

**4 Square Media** (Consumer magazine and consumer/industry website publishers)  
November 2005 – 2007

**Editor, *SmartHouse* magazine and website** – [www.smarthouse.com.au](http://www.smarthouse.com.au)

*SmartHouse*, a leading lifestyle technology print magazine with circa 30 000 CAB-audited copies sold bimonthly. *SmartHouse's* website – [www.smarthouse.com.au](http://www.smarthouse.com.au) – complemented the printed title with fresh daily content, attracting a monthly average of 120,000 unique visitors.

## Work experience

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### Key achievements:

Seamlessly adapted to a longstanding vacant role and implemented an editorial system that saw a key client flag the first issue under my complete control as “A new high point for the magazine and a benchmark for competition magazines to follow.”

Virtually eliminated previously concerning errors – including copy, design and advertising placement errors

Recruited a new team of junior journalists and quickly trained them to produce consistently impressive news and feature material for the website and printed title

### Summary of role:

Overseeing and executing all aspects of the magazine and website’s production – from concepts and planning through to sourcing and creating material, to production. Tasks included:

- Writing, editing and subediting copy
- Identifying suitable source material and negotiating licences for content reproduction
- Commissioning freelance writers and photographers
- Managing and overseeing the editorial, design and online team
- Liaising with sales staff and providing leads, and also value-added ideas for client proposals such as advertorial concepts, competitions and awards
- Building client relationships via meetings, launches and functions

### Previous Professional Experience (continued):

#### **Custom Investigations** (Personal company)

March 2002 – November 2005

#### **Factual Investigator**

Contract factual investigative services for multiple clients including Aspeck Holdings, Quantum Investigations, Milne & Associates, Control Investigations, Protocol Investigations and Crawford International Loss Adjusters (all factual investigation specialists).

### Summary of role:

Investigating and reporting on circumstances surrounding alleged personal injury and property loss in public liability and worker’s compensation claims. Doing so for leading insurers such as GIO, IAG, QBE, Allianz and Vero, and for self-insurers such as Woolworths, Coles, Toll and NSW Governmental organisations.

Also for leading law firms including Minter Ellison, Blake Dawson Waldron, Hunt & Hunt, Ebsworth & Ebsworth, Hicksons Lawyers, Gillis Delaney Brown, Holman Webb and Sparke Helmore.

- These processes involved interpreting (often very technically specific and complicated) instructions and planning the investigation strategy
- Then identifying and locating witnesses, persuading witnesses to provide assistance before conducting interviews, taking statements from witnesses and collecting all other relevant documentary evidence
- From this evidence, creating customised reports in light of the clients’ brief and accounting for common law and specific legislation
- Ensuring reports are clear, concise, formatted, subedited, and that all evidence is referenced and attached

## Work experience

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### Key achievements:

- Securing Aspek Holdings as my first client and, initially, largest source of work. Widely regarded as one of the most professional companies in the industry and respected for its extremely high standards, Aspek hired me as its first non-experienced investigator, agreeing to train and mentor me in a new industry
- Became Aspek's preferred investigator for multiple clients
- Won business from a diverse range of additional clients, including establishing a very strong relationship with the World's largest loss-adjuster, Crawford International – [crawco.com.au](http://crawco.com.au)

### Previous Professional Experience (continued)

**Horwitz Publications** (Consumer magazine publishers)  
October 1997 (post-graduation) – March 2002

**Editor, *Australian InCar Entertainment* magazine** – a nationally distributed niche consumer print title focusing on automotive entertainment (high-end aftermarket audio and associated equipment)  
[facebook.com/InCarEntertainmentMag](https://facebook.com/InCarEntertainmentMag)

**Editor, *Geare* magazine** – a male-targeted lifestyle technology print title  
[facebook.com/pages/category/Magazine/Geare-Magazine-124431307604935](https://facebook.com/pages/category/Magazine/Geare-Magazine-124431307604935)

### Key achievements:

- Quickly acquired and developed the technical knowledge necessary to gain respect of readers and clients in the highly specialised car entertainment and general technology-related industries
- Developed the format and content that successfully launched *Geare* magazine into the highly competitive and growing male magazine market, in 1999
- Developed the skills necessary to research and translate the key benefits of a huge range of technology-based products and trends to readers in simple, easy to understand language

### Summary of role:

Overseeing and executing all aspects of the magazines' production.

### Referees

Available on request.

## Education

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1993 – 1997  
Bathurst, New South Wales  
, Australia

**Bachelor of Arts – Communications, Print Journalism**  
**Charles Sturt University, Mitchell**

Key Achievements:

1993 Scholarship for Academic Excellence