

Oliver Kuscher  
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Address: 62 Cowley Road, SW14 8QB

## WORK

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11/2016 – present

### **Junior Campaigns Copywriter at Abel & Cole, London**

- Advocating for the Abel & Cole mission and brand values
- Creating engaging copy for existing and potential customers across a range of formats:
  - Social media captions
  - Product descriptions (creation and upload)
  - Printed box communications (box notes, newsletters)
  - Digital content (website copy, both front and back end, ezines)
  - Direct mail drops
  - Taking part in creative brainstorming
  - Contributing towards the Abel & Cole blog
- Visiting suppliers and understanding first-hand the people behind our brand mission
- Staying abreast of content industry updates, competitor activities, and inspirational case studies.
- Optimising digital copy for SEO
- Delivering content that is technically accurate

03/2018 – present

### **Album reviewer at The Line of Best Fit, London**

*The Line of Best fit is the UK's biggest independent online magazine, concentrating on spotlighting new music. It publishes music reviews, features, interviews and media.*

09/2013 – 11/2016

### **Customer Services Assistant Team Manager & Social Media Champ at Abel & Cole, London**

*Abel & Cole is an award-winning organic food delivery company.*

- Responding to customer queries on Twitter/Facebook
- Managing rapport with customers on Twitter/Facebook
- Maintaining a company presence/engaging with customers on Instagram
- Use analytical tools on Twitter/Instagram and Facebook Insights to examine content performance
- Editing/proofing public responses for reviews and ratings on the website
- Managing the workload of the department
- Point of contact for team members' queries/issues
- Training new inductees
- Setting up new customer accounts
- Processing orders by phone/email
- Responding to service operations' queries/produce queries by phone/email
- Resolving any issues with customers' deliveries
- Coordinating deliveries with drivers
- Credit control
- Database management

12/2014 – 01/2017

### **Features Writer at We Plug Good Music, London**

*We Plug Good Music is an established platform aimed at showcasing and featuring the best in new and emerging music from all around the world.*

- Writing features on new tracks/videos and reviewing albums and live shows from both local and international artists of various genres using WordPress

02/2012 – 01/2015

### **Features Writer at DropoutUK, London**

*Dropout UK is a digital music and entertainment platform and urban broadcaster.*

- Writing features and reviews on new tracks, videos and live shows of local and international artists of various genres using a content management system

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02/2012 – 09/2013

**Social Media Coordinator at DropoutUK, London**

- YouTube channel co-ordinator, i.e. ensuring filmed features are completed by videographers
- Publishing videos on YouTube, including working with the Managing Director to confirm the editing and uploading schedule
- Ensuring artists' info and labeling is correct
- Managing Twitter feed through Tweetdeck
- Maintaining activity on social network platforms

07/2012/ - 01/2013

**Social Media Coordinator at iLuvLive, London**

*iLuvLive is a monthly music event showcasing promising rising UK talent.*

- Writing features on new tracks and videos by British up and coming urban artists using a content management system
- Developing new interactive website content for the target audience
- Organizing artist database, i.e. keeping artists' bios, discographies, show info etc. up to date

01/2009 -12/2012

**Promotions Manager/VP at Blak Magik Music, London**

*Independent hip hop label.*

- Promoting, e.g. liaising with music video channels, online bloggers, online music magazines, adding material through BBC Introducing, writing press releases, coordinating live shows
- Responsible for developing relationships and introducing Blak Magic Music to major record labels i.e. Columbia Records
- Organizing video and photo shoots
- Designed press packs/leaflets and organized their distribution
- Managing administrative duties, e.g. trademark registration, online distribution, setting up PPL membership, metadata management, drafting monthly target plans
- Managing website content, creating and updating content
- Maintaining social network platforms Twitter/Facebook and YouTube
- Scheduling future content via Hootsuite for Twitter

08/2007 – 09/2008

**Studio Assistant at Dean Street Studios, London**

- Setting up and breaking down of recording sessions, patching in and positioning microphones, packing up gear
- Maintaining session call sheets, i.e. outboard gear settings
- Organizing equipment in the storage cupboard in an accessible way
- Ensuring that clients' needs are met
- General studio maintenance

01/2007 – 03/2007

**Assistant Audio Engineer at Imaginex Studios, Kuala Lumpur, Malaysia**

*Imaginex Studios are one of Asia's premier music, sound, design and mixing studios*

- Preparing vocal booth for voice over work
- Recording voice over work on Japanese anime InitialD using ProTools
- Scrubbing of voice of audio files using ProTools, i.e. synchronizing dubbed audio segments with footage

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**EDUCATION**

10/2015 – 11/2015

**Music Journalism Bootcamp, The Journalism School**

- A course led by Jennifer Lucy Allan, former online editor at *The Wire*, covering reviews writing, pitching and blogging, interview techniques, subbing, contacts building, law for music journalism, writing strategy for music and independent music journalism

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- Included guest speakers: Derek Walmsley (Deputy Editor, The Wire), Luke Turner (Co-founder, The Quietus) Phil Hebblethwaite (NME, ViceUK, The Quietus, former editor of The Stool Pigeon), Ben Beaumont-Thomas (Assistant Commissioning Editor for Culture, The Guardian)

10/2003 – 05/2006

**BSc Hons Creative Music & Sound Technology, Leeds Metropolitan University**

- Professional Skills for Music, Audio Recording Techniques, Musical Systems and Digital Audio, Computer Based Composition, Music Industry, Electronics for Audio Systems, Music and Sound Synthesis, Acoustics and Psychoacoustics, Music Technology in the Community, Audio Engineering

08/2001 – 05/2003

**International Baccalaureate, The International School of Kuala Lumpur, Malaysia**

**ADDITIONAL SKILLS**

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Word: proficient  
Excel: proficient  
PowerPoint: proficient  
CMS: proficient  
InDesign: proficient

HTML: proficient  
Photoshop: proficient  
Illustrator: proficient  
ProTools: proficient