

Liam Aran Barnes

liamaranbarnes@gmail.com | linkedin.com/in/liamabarnes

Established and versatile communications and brand strategist, editor and writer with a decade's experience working with PR firms, national newspapers, major media companies and publishers in Asia Pacific

Expertise

Content development & communications strategy

Brand direction

Editing & copywriting

Project management

Public relations planning

Social media strategy

Events planning & marketing

Education

Open University, UK
(2019 > 2023)

Bachelor (Honours)
International Studies
(enrolled. Anticipated
graduation: 2023)

Wyke College, Hull, UK
(2005 > 2007)

3 x A-Levels (B-C)

Experience

Media & Communications Specialist

Self-employed, Asia Pacific, May 2018–present

Work alongside regional PR firms and directly with public and private sector organisations across various industries to devise and implement effective content and public relations strategies that elevate their brand and enhance external communications.

Head of Brand & Publishing

PropertyGuru International (Thailand) | Property Report & Asia Property Awards, Bangkok, Thailand, Jan 2016–Apr 2018

Managed the editorial, sales and marketing teams – about 20 employees excluding freelance writers. Played an integral role in the integration process and led the rebrand of the company's publishing and events products during the transition period following the acquisition by PropertyGuru Group.

- Wrote, edited and commissioned more than 80 monthly English-language news, feature and analysis stories for Property-Report.com, increasing editorial output by 20 stories a month and monthly average page views by 20%
- Devised issue themes and content plans, and wrote, edited and commissioned English-language feature stories for Property Report Magazine, a bi-monthly print publication with a growing regional readership of 6,000
- Developed and implemented online content marketing-driven sales strategy, which accounted for 55% of total sales revenue for Property Report in 2017, and project managed the redesign and launch of Property-Report.com, leading to 35% year-on-year increase in unique visitors
- Executed an updated social media strategy on Facebook, Twitter and LinkedIn that led to an organic growth of 135,000 followers across all platforms in 18 months

Editor in Chief

Ensign Media, Bangkok, Thailand & Singapore, Aug 2012–Dec 2015

Joined as Deputy Editor, quickly promoted to a senior role based on strong editorial and team-leadership performance. Oversaw all aspects of the print and digital publishing business, including editorial team recruitment, sales strategy implementation and creation of content strategies for the events product.

- Implemented online content strategy for Property-Report.com focused on original stories and increased monthly unique visitors by 15,000
- Oversaw the redesign and content restructure of Property Report Magazine, one of the region's leading real estate print publications, and expanded distribution across new markets in Asia

Property Editor & Business Correspondent

Phnom Penh Post, Phnom Penh, Cambodia, May 2011–Jul 2012

Designed, launched and editorially managed weekly 16-page print supplement 'Post Property', featured in Cambodia's largest English-language newspaper, as Property Editor after six months reporting on the business desk.

- Liaised with business leaders and the private sector to write original business content on national and regional economic issues
- Analysed complex government, private sector and aid development reports, extracting newsworthy stories

