

## Curriculum Vitae

**First names:** Mark

**Surname:** Smith

**Home address**

**Email:**  
marksmith@journalist.com

### Relevant Education and qualifications

Dates	Schools and colleges	Qualifications
2009	Press Association	NCE
2005	Liverpool Community College	NCTJ Print Journalism
2000-2004	Liverpool John Moores University	BSC (Hons) Information Systems Management

### Freelance Work

I have worked in journalism for almost 15 years with a freelance career that has included The Guardian, BBC, Telegraph, Forbes, Mirror Online and a range of magazines around the globe, such as Gadget, How it Works, Net and 3D Artist. I've also written for commercial and academic magazines and website, as well as performed copywriting and SEO content work for companies ranging from Alibaba and Regus to DHL and Kaspersky.

Subjects covered have ranged from the history of the Tornado fighter, advanced robotics and cybercrime, lasers and unmanned submersible drones.

### Shop Direct Group

As an online copywriter I was responsible for creating engaging and SEO web-friendly copy for major brands across the technology, electrical and seasonal sectors, ensuring through Search Engine Optimisation (SEO) copywriting techniques, such as the use of Google AdWords, that all copy gained maximum search engine impact

### Lecturing

I have previously guest lectured on digital journalism at Liverpool John Moores University to second year students. This included aspects of SEO and analytics, and how these concepts

impact the performance of stories online.

### **The Bolton News**

I previously worked as the Political Correspondent at the regional daily newspaper The Bolton News. Duties included sourcing, gathering and writing informative and engaging copy about the local authority, local MPs, transport authority and government policy impacts on the town of Bolton, with features ranging from the underoccupancy charge (AKA 'Bedroom Tax') to homelessness. I also covered the Labour Party Conference.

### **Runcorn and Widnes Weekly News**

Before moving to The Bolton News I was an award-nominated senior reporter/multimedia journalist at the Trinity Mirror weekly newspaper the Runcorn and Widnes Weekly News – which I had also edited - and had also written for the Liverpool Daily Post and Echo.

In this role I exclusively interviewed former Prime Minister Gordon Brown, current chancellor George Osborne, covered national stories and took the lead on high-profile court cases.

I also fulfilled the role of what was effectively the assistant editor, meaning I had responsibility for managing reporters' workloads and have also edited the newspaper when the news editor – who effectively edited the edition – was away.

### **Interests**

I enjoy current affairs, science, technology, history and politics. I also enjoy the gym which I attend regularly as well as city breaks and holidays, I also enjoy writing in my spare time, especially comedy and fiction.

### **References**

Please contact for references.