

# Lewis Burnell

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**Comms, PR, Self-Publishing**

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## My recent experience

**Senior Communications Manager at [ICO Partners](#).** Remote.

*January 2023 – Present*

- Manage a portfolio of clients' PR accounts
- Create, draft, edit and publish media press releases, stock exchange notifications, and key video game information inline with developer style and tone
- Provide strategic advice to clients to aid their PR and wider marketing campaigns
- Develop news angles, stories and pitches to further the client's profile, products and services by providing original and creative ideas to clients
- Provide key product and company information to media (influencers, podcasters, and online news sites)
- Build long-term relationships with clients, partners and key media contacts
- Liaise with clients regarding press campaigns, creative projects and crisis PR solutions
- Work alongside key media, while communicating regularly with journalists and valued Tier 1 outlets
- Regularly brief clients and provide campaign updates, while maintaining a high level of client interaction
- Analyse PR coverage and provide written reports
- Communicate effectively with a range of external stakeholders
- Fulfill key performance indicators and grow client accounts
- Coordinate content and messaging with internal social media and support team members
- Utilise key industry tools and portals, such as Steamworks

**Head of PR (Video Games) at [Vicarious PR](#).** Remote.

*May 2020 – December 2023*

- Draft and manage the marketing pipelines of unique projects, to set clear directions for both Account Managers and clients
- Work alongside Social Media teams to optimize social media channels and marry these to ongoing campaigns
- Interact with client communities across multiple social channels, while maintaining a clear tone within client stipulated guidelines.
- Undertake regular reviews with team members to allow them to grow and improve their skill sets

**Managing Editor at [Ten Ton Hammer](#).** Remote.

*October 2013 – May 2020*

**Freelance Contributor for [VG247](#), [Rock, Paper, Shotgun](#), and [MMORPG](#).** Remote.

*January 2016 – 2018*

**Education**

- NVQ – Level 3 in Business Management
- 3 A-Levels – Communication Studies, English Language, Film Studies
- 8 GCSEs grade A-C (Including Maths and English)

**References**

I'll happily share references, let me know what would help.