

# Lewis Burnell

Writer, gamer, editor, comms

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## My recent experience

**PR Account Manager (Video Games) at [Vicarious PR](#).** Working remotely.

*May 2020 – Present*

Responsibilities:

- 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 guidelines
- 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
- 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
- Work alongside key media, while communicating regularly with journalists and valued Tier 1 outlets
- Regularly brief clients and provide campaign updates, while managing a high level of client interaction
- Analyse PR coverage and provide written reports to fulfil 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, Coverage Books, GIADMIN

**Editor in Chief at [Ten Ton Hammer](#).** Worked remotely.

*October 2013 - May 2020*

Responsibilities:

- Manage all aspects of content production and maintenance, including: blogs, articles, giveaways, email marketing, imagery and videos
- Edit, proofread and improve writers' posts
- Create and publish original, engaging content
- Optimise content according to SEO
- Oversee social media and PR content
- Analyse content performance and suggest improvements
- Source and secure exclusive interviews and content previews
- Create user and content guides for new and experienced readers
- Engage with our community via social media and network forums
- Manage a team of 4 content creators
- Liaise with publishers, developers and external stakeholders to build relationships and secure advertising revenue
- Create site skins that meet developer needs to maximize cost per click
- Track Google Analytics for traffic trends
- Ensure compliance within copyright and data protection laws
- Stay up-to-date with industry developments and generate new ideas to draw audience attention

**Freelance Contributor for [VG247](#), [Rock, Paper, Shotgun](#), and [MMORPG](#).** Worked remotely.  
*January 2016 - 2018*

Responsibilities:

- Produce timely copy based on editorial requests
- Pitch and create original, engaging content
- Source and secure exclusive interviews and content previews

**Acting Higher Executive Office at UK Government (Home Office),** Sheffield.  
*January 2007 - October 2013*

Responsibilities:

- Track analytics, identifying output trends and quality standards
- Train new and existing team members, ensuring up-to-date casework knowledge
- Manage a team of 15, ensuring case output is in line with public policy
- Liaise with internal and external stakeholders to build key business relationships
- Respond to internal and external enquiries within service standards

## **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, please let me know what would help.