

# Derek Robertson

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Nationality: British



## Summary

- Experienced editor, journalist, and writer, with extensive experience covering music, culture, and travel
- Skilled copywriter, producing content for a number of brands and organisations in Amsterdam, the UK, the US, and Spain, as well as advertorials for numerous online blogs
- Creative, focussed, goal-orientated individual, with a proven track record of project management and exceeding client's expectations
- Skilled networker with an extensive contact list in the music industry and culture

## Employment

### Freelance Journalist, Editor & Copywriter, Various (Sep 2010 – Present)

- Pitching, sourcing, and writing articles about music, culture, and travel for a variety of publications such as The Guardian, The Independent, NME, Vice, and Timeout
- Edited and updated Timeout's Amsterdam Guidebook in 2019, a three-month project
- Responsible for social media and content for RydeOn, a new San Francisco-based transport start-up
- Written copy for Converse and Adidas in Barcelona, as well as writing social media posts and press releases for numerous smaller brands, festivals, and start-ups
- Full portfolio: <https://derekrobertson.journoportfolio.com/>

### Editor-In-Chief, Drowned In Sound (May 2016 – March 2019)

- Responsible for commissioning and editing features and managing pool of contributors
- Helped grow our readership to over three million uniques, and 17 million page views by 2018
- Directly influencing editorial direction, digital strategy, and securing brand partnerships

### English Editor, PERDIZ Magazine (Dec 2012 – August 2015)

- Responsible for generating unique content & ideas for quarterly, bilingual publication, as well as assigning articles to our international team of contributors
- Contributed to expanding the number of international stockists (such a MoMA and The Tate) and growing our distribution numbers from 1000 to 5000 copies

## Education

### LL.B Bachelor of Laws with Honours: Second Class, Division One

- *Edinburgh University (Aug 1998 – June 2002)*
- Four-year degree covering all aspects of law, including human rights, criminal law & international law

## Other Skills

- Advanced Spanish speaker
- Basic Swedish speaker
- Excellent social media skills, including SEO optimisation, content strategy, HTML coding, and use of Twitter and Facebook to engage an audience
- Proficient in use of all MS and Mac software for editing, presentations, and content creation
- Full international driving licence