



MIKE STUART

CONTENT AND COMMUNICATIONS PROFESSIONAL, WRITER, EDITOR

Communications and content expert with a 10-year track record in delivering engaging copy, standout ideas and award-winning campaigns. Experienced in bringing innovations to life through content International outlook – originally from England, has lived in Zürich for four and half years.

CONTACT

CURRENT ADDRESS:

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Date of birth: 04/11/1985

Nationality: British

EDUCATION

BA(Hons) Public Relations

University of Central
Lancashire, UK
2004 – 2008

- First Class Honours degree

LANGUAGES

- English (native)
- German (Goethe Zertifikat C1 awarded September 2016)

PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS MANAGER, ASSOCIATE EDITOR

Nobel Biocare, Zürich

Jun 2016 - Present

- Responsible for global messaging in written communications, including articles for content marketing and media releases for launches and corporate announcements.
- Associate Editor of *Nobel Biocare News* – customer magazine with a global circulation of 60,000. Articles used as web, e-mail and social media content.
- First point of contact for queries and content requests from journalists.
- Lead for media and content activities at trade shows and events.

EDITORIAL MANAGER, ASSISTANT EDITOR

Nobel Biocare, Zürich

Jun 2013 – Jun 2016

- Responsible for planning, creating, editing and distributing editorial content.
- Writer of web content, social media posts, advertising copy, sales letters and other marketing materials using proven copywriting principles.
- Responsible for developing and implementing the company editorial style guide and sharing writing and English language best practice examples.
- Proofreading and correction of materials.
- Assistant Editor of customer magazine *Nobel Biocare News*.
- Lead for management of copywriting agency.

MEDIA RELATIONS MANAGER

EDF Energy, London

Oct 2012 – Jan 2013

- Managed media relations for EDF Energy's new nuclear power station programme.
- Led preparation of spokespeople for interviews on sensitive topics with media such as the Financial Times.
- Developed and implemented media relations plans for key announcements, generating high-impact national press coverage on outlets including the BBC.

PRESS OFFICER

EDF Energy, London

Mar 2010 – Oct 2012

- Dedicated PR lead for EDF's partnership with the London 2012 Olympic Games.
- Delivered an award-winning integrated sponsorship programme that saw EDF become the most recognised domestic sponsor of London 2012.
- Collaborated with athlete ambassadors including British Olympic champions Mo Farah and Victoria Pendleton to develop engaging promotional content.
- Key member of the team named 'In-House Team of the Year 2011' by PR Week magazine. One of the team of three that presented to the award judges.
- Handled queries from national, regional and trade media and participated in 24/7 on-call rota.

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AWARDS & CERTIFICATES

CONTENT MARKETING CERTIFICATION

HubSpot Academy
2017

INBOUND MARKETING CERTIFICATION

HubSpot Academy
2017

AWARD IN DIGITAL COPYWRITING

Institute of Digital and Direct Marketing
2015

PRIVATE SECTOR PR TEAM OF THE YEAR

PR Week
2011

PERSONAL INTERESTS

RUNNING

Completed London and New York marathons and several half marathons.

NUTRITION

Completed Stanford university online Introductory certificate to food and health, Jan 2017.

READING

Avid reader of fiction and non-fiction in English and German. Subscriber to *Tages Anzeiger* newspaper and *The Economist*.

CRAFT BEER

Small-batch home brewer and a collector of rare and unusual craft beers from around the world.

PROFESSIONAL EXPERIENCE

ACCOUNT EXECUTIVE

The Red Consultancy, London

Aug 2008 – Mar 2010

- Conducted media relations for clients including Microsoft, McAfee, E.ON, The Automobile Association, Autonomy and The Environment Agency.
- Produced and pitched written media materials – press releases, media alerts, internal newsletters, spokesperson comment, ghostwritten articles and reactive statements.
- Researched, developed and presented campaign ideas to prospective clients.

MARKETING COMMUNICATIONS ASSISTANT

Siemens, Erlangen, Germany

Jul 2006 – Jul 2007

- Internship at Siemens' Industrial Solutions Headquarters during university degree.

CAREER-RELATED EXPERIENCE

WRITER

International Paralympic Committee

Mar 2013 - Present

- Volunteer reporter for Paralympic.org covering wheelchair fencing and blind judo.
- Duties include creating editorial calendar with the IPC Director of Communications, interviewing athletes for news and feature articles, and reporting from major international competitions, including the Rio 2016 Paralympic Games.
- Articles published on Paralympic.org, IWASF.com (International Wheelchair & Amputee Sports Federation) and IBSASport.org (International Blind Sports Federation).

BLOGGER

Craft Brews and Running Shoes

Jan 2017 - Present

- Wordpress development of personal blog: CraftBrewsAndRunningShoes.com
- Creation of content and promotion relating to the interplay between craft beer and running. Includes reviews of running kit and craft beers from around the world.
- SEO optimization, promotion and community management of Facebook, Instagram and Twitter channels, including advertising campaigns.

REFERENCES

References are available upon request. Recommendations can also be found on [my LinkedIn page](#).