

Matthew Stafford

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Summary:

A skilled communicator, public relations, and media expert with 4 – 5 years of experience (agency and in-house) in leading communications campaigns, media events and launches, and much more.

Education:

University of Cambridge, Jesus College – Cambridge, UK

2017 – 2020

Degree: B.A. in History. Graduated in July 2020 with a **First Class Degree**.

Elected to a Scholarship of the College in July 2020 in recognition of outstanding results.

Work:

Knowledge Hub Content Officer – C40 Cities (Remote, UK)

July 2024 - present

- Managing the [C40 Knowledge Hub platform](#), where we capture and disseminate key learnings, new research, and unique insights into sustainable urban development gathered from C40's global network of cities through step-by-step guidance articles, explainers, newsletters, and much more.
- Researching and writing original step-by-step guidance articles for cities on a range of climate and sustainability topics, including sustainable transport, urban planning, clean energy, air quality, urban nature, and finance, to build capacity and support effective local climate action around the world.
- Writing, designing, and overseeing the Knowledge Hub's [monthly newsletter](#), which highlights our newly published resources for 9000+ global, city- and sustainability-focused subscribers.
- Contributing to the general maintenance and running of the Knowledge Hub platform, including maintaining and updating our database of 800+ original articles and third-party resources, contributing to KPI tracking and reporting, and ongoing design and visual updates.
- Providing editorial support for global C40 colleagues, assisting them both in launching their research on the Knowledge Hub and promoting them to wider audiences most effectively.

Key achievements:

- Researched and authored a series of original guidance articles for cities on key topics, including articles on [sustainable school commutes](#), opportunities to [decarbonise urban logistics](#), and more.
- Continued to grow the C40 Knowledge Hub newsletter audience, from roughly 8000 subscribers in mid-2024 to over 9000 subscribers by mid-2025.

Associate – Marchmont Communications (Remote, UK)

October 2022 – July 2024

Junior Associate - Marchmont Communications

March 2021 – October 2022

- Managed a wide range of client accounts, providing effective communications, PR, and media engagement support for global organisations based across the international development, climate, research and academia, non-profit, and humanitarian sectors.
- Developed communications and media engagement strategies, including through in-depth media audits and landscape/stakeholder analyses, using data insights from these exercises to inform communications strategies and media outreach.
- Implemented media outreach campaigns, provided press office support, liaised with journalists and secured opportunities for spokespeople with high-level, regional, and specialist media outlets.
- Researched, drafted, and placed opinion and thought leadership articles in a range of prominent international media on topics such as climate, global health, development, and more.
- Curated, edited, and published content for the Farming First website, an online portal for agricultural development and sustainability news, case studies, opinions, and more.
- Maintained ongoing reactive media monitoring for clients around key themes and subject areas using Cision and Google Alert monitoring tools, proactively identifying opportunities for engagement.

- Provided on-site and virtual event support for clients, including leading press conferences and media briefings, liaising with designers and event staff to develop and deliver event collateral materials on-time and within budget, and securing attendance by key journalists.
- Developed a wide variety of media materials for clients in support of their media engagement opportunities, including press releases, briefing notes, talking points, key messages, and more.
- Produced social media and multimedia content for multi-channel communications campaigns, including developing social media toolkits, short-form videos, and graphics.
- Supported and trained junior colleagues in project and client management best practices, provided editorial oversight, and led training sessions on key software and internal processes.

Key achievements:

- Provided successful on-site press office support and engagement with global media at the high-profile 2021 UN Food Systems Summit in Rome, Italy.
- Managed event presence for a prominent non-profit client on-site at the 2022 Africa Green Revolution Forum (AGRF) in Kigali, Rwanda, including support on event planning, briefing documents for speakers, preparing for high-level bilateral meetings, and bookings.
- Delivered virtual press office support for clients around key global events, including the COP26, COP27, and COP28 climate summits, securing media opportunities for spokespeople throughout.
- Secured placements for 50+ drafted opinion pieces in a range of international media, including [The Telegraph](#), the [Independent](#), [Thomson Reuters](#), and [Fortune](#), among others.
- Promoted to the position of Associate in October 2022 in recognition of my growth and success in my role, taking on further account management and line management responsibilities as a result.

Business Writer / Journalist – The Millennial Source (Remote, UK)

July 2020 – March 2021

- Researched and pitched news articles across a variety of topics, including business and technology, U.S. politics, start-up companies and fintech, consumer news, geopolitics, and economic updates.
- Drafted a variety of explainer-style articles on complex topics for a millennial audience, alongside general and breaking news pieces.
- Sourced and interviewed experts for commentary on relevant topics.
- Contributed to company editorial and business planning sessions, pitching ideas to support website growth and traffic.
- Samples of my writing and multimedia work are also available to view online [here](#) and upon request.

Experiences and Volunteering:

Volunteer Student Ambassador – Jesus College, University of Cambridge

2017 – 2020

- Led campus tours for prospective students to support Jesus College's outreach work with linked schools, promoting greater access for underrepresented communities at the University.

Harvard Social Sciences Exchange Scheme – Harvard University, USA

September 2019

- Attended a prestigious month-long academic and cultural exchange scheme at Harvard University.
- Attended lectures and networked with Harvard professors for thesis discussion and feedback.

Skills:

Technical skills: Cision media database and monitoring tools, WordPress, Canva design platform, Adobe Photoshop, Adobe Premiere video software, Microsoft Office packages, Google Workspace, Sprout Social, Mailchimp email marketing, and SEO writing.

References:

Available upon request.