

Liam Macgregor-Hastie

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With many years of experience with the pen at the hand and the keys at my fingertips, I'm looking for an inkwell to dip my quill in.

A self-motivated, adaptable and reliable British copywriter with a penchant for the international.

Born and raised across different countries and cultures, I have an eye and appreciation for regional subtleties.

RECENT & RELEVANT EMPLOYMENT

The Manchester Lit & Phil, Manchester — *Events and Membership Administrator*

August 2022 - Present

I joined this prestigious and long-established institution after finishing my MA in Philosophy at MMU. Here I have the great pleasure of being in charge of the organisation and marketing of its lectures, seminars and tours.

In terms of sales and memberships, Lit & Phil is looking to have its best year since modern records began. I believe my copy and my event management have had a part to play in this.

I've written copy for event headers, descriptions, promotional email campaigns and posters.

Havas Lynx, Manchester - *Research Executive*

March 2019 - June 2020.

In this role at Manchester-based advertising agency, I was in charge of carrying out the team's research and insight analysis which goes into informing campaigns.

My job was to find the 'why' behind the 'what'. In other words, my quantitative and qualitative research would define what the brand and product communications should say, who they should speak to and how.

This job required me to be diligent, to be culturally aware of global trends and to work closely with both clients and different disciplines. It also involved presenting my findings to colleagues and international clients. It allowed me to work closely with very talented copywriters.



QUALITIES

Punctual
Disciplined & self-motivated
Reliable
Responsible
Creative
Organised
Well-presented
Personable
Collaborative team-worker
Keen to learn
Respectful
Physically able

LANGUAGES

English - Fluent
Italian - Fluent
French - Basic
Spanish - Basic

General POP, Paris - Freelance Music Journalist

2020 - Present

Since joining General POP, I've written reviews and conducted interviews with artists such as Grammy-winning Chilly Gonzales, critically acclaimed Buzzy Lee and KOJAQUE.

I also write articles of a more sociological nature, regarding music's role in our day-to-day lives. Most recently, I wrote about the impact of Covid-19 on the music industry from the perspective of industry professionals.

It takes a lot to stand out in this competitive industry, I always make sure that my articles are visceral, heart-felt and genuine.

Reset DOC, Milan - Editorial Staff

2017-2018

At Reset I had very much taken up the unofficial position of 'English Coordinator'. In an Italian agency with international aspirations, all of the text which was to be associated with Reset - whether articles for its website or emails on behalf of the director - would pass through me before being given the go-ahead.

This role also consisted of co-managing the social media accounts (FB and Twitter) in both English and Italian, therefore I was given considerable control of the brand's public image.

LeftLion, Nottingham - Editorial Staff

2018-2019

The initial objective of taking on this role was always to shine a light on the overwhelming amount of up and coming talent that has been pouring out of the East Midlands.

LeftLion provided the perfect platform for the job considering their expansive network cultivated throughout their 15 years of dedication to stimulating and feeding the lower echelons of the music industry's ecosystem.

EDUCATION

Manchester Metropolitan University -

MA in European Philosophy - Merit

January 2019 - April 2022

Nottingham Trent University -

BA (Hons) Media and Italian - First Class

September 2014 - June 2017

Confetti Institute of Creative Technologies, Nottingham -

Foundation BTEC in Music Technology - Merit

September 2011 - June 2013

Sir James Henderson British School of Milan -

10 GCSEs from A* to C