

Dr David Robertson

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I am a writer, editor and communication consultant with research-level scientific training and a passionate belief in the power of words. I devise, create and optimise marketing communications for corporate clients. I work with artists, designers and technology experts to produce print and digital deliverables that engage and inform customers and influence decision makers. My skills and experience enable me to write clearly about complex ideas, translate difficult concepts into clear business messages and plan effective dissemination programs.

Skills

- Analysing information to identify and extract key technical and business messages
- Writing for a range of audiences and media
- Advising on communication strategies
- Editing complex technical materials
- Organising information and ensuring it is presented in an attractive format
- Interviewing and liaising with senior clients
- Project management
- Storyboarding for animation and video

Experience

MARCH 2016 – PRESENT

Director/Owner • DBR Editorial Ltd

DBR Editorial Ltd was established in 2016 to provide specialist writing, editing and content strategy services to science and technology companies. Since setting up the company, I have worked with power sector and oil and gas technology clients in the UK, the Netherlands and Norway.

FEBRUARY 1993 – TO PRESENT

Principal Writer/Editor • RSK Ltd

I have managed integrated print and digital projects for multinational clients such as Shell and Schlumberger. I have written, both news and feature articles, and served as editor for several technology- and business-focused B2B magazines. In the course of my work I have interviewed many senior scientists, business leaders and government officials.

An aspect of communication that I particularly enjoy is working with artists and designers to transform difficult technical concepts into beautiful and persuasive communication deliverables.

I have written on a wide range of topics, including: biotechnology, carbon capture, chemical manufacturing and catalysis, corporate social responsibility, drilling technologies, environmental legislation, forensic science, geology, navigation and positioning, nuclear decommissioning, oil and gas processing technology, petroleum exploration, power generation, process automation, project management, renewable energy, robotics, software development and subsea engineering.

OCTOBER 1991 – JANUARY 1993

Information Analyst • Petroleum Science and Technology Institute

I compiled and edited the first edition of *The Petroleum Research Directory*, a 950-page report detailing oil and gas projects and research facilities at UK universities. I promoted research through a variety of technical newsletters under the EU's THERMIE energy support program.

Education

1992

PhD, Earth Sciences • University of Liverpool, UK

Environmental and biotic changes associated with the end-Ordovician mass extinction. Independent research based on paleontological and sedimentological studies in Estonia, Norway and Wales.

1987

BSc (Hons), Geology • University of Glasgow, UK

Geology degree by final examination and independent fieldwork. My fieldwork involved six weeks of mapping complex sedimentary sequences in Languedoc, France.

Academic publications

(1991) **Robertson, DBR.**, Brenchley, PJ & Owen, AW, *Environmental changes close to the Ordovician-Silurian Boundary*. *Historical Biology* (5) pp131-144.

(1992) Brenchley, PJ, Marshall, JD, **Robertson, DBR**, Carden, GAF, Hints, L, *Climatic-Biotic interactions in the late Ordovician mass extinction*. 5th International Conference on Global Bioevents, Gottingen, 1992.

(1994) Brenchley, PJ, Marshall, JD, Carden, GAF, **Robertson, DBR**, Long, DGF, Meidla, T and Hints, L. *Bathymetric and isotopic evidence for a short-lived late Ordovician glaciation in a greenhouse period*. *Geology* (22) Number 4, pp295-298.

Activities

Over the past two years I have volunteered for SHARE and RAVEN, two grass-roots refugee support charities based in North Wales. I have organised and participated in fundraising days and helped with the hands-on tasks of collecting and sorting aid. I also provide marketing and communication support.

I have been a member of Llanarmon and District Conservation Society for the past 18 years. During this time I have organised and led family-friendly nature rambles and fossil-hunting trips to local sites.

I find relaxation in walking, reading and music.