

SHAUN CURNOW

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PROFILE

I am an adaptable, skilled writer with 20+ years of experience as an editor, blogger, journalist, and copywriter. I have worked as part of an in-house team and at agencies, writing for B2C and B2B audiences. Over the course of my career, I have created a broad range of content for print and online, focusing on product reviews, raising brand awareness, supporting sales teams, and helping global, enterprise technology businesses strategically position themselves in the marketplace.

KEY SKILLS

- 7+ years of experience as a copywriter, 10+ years of experience as a journalist
- Versatile writer with experience in editorial, copywriting, and marketing roles
- Experience with the strategic positioning of complex, enterprise-sized businesses
- Seasoned content marketer, authoring marketing materials, press releases and SEO articles
- Adept at using social media platforms for marketing
- Experience of CMS software and inbound marketing platform, such as HubSpot
- Experience of search optimised writing techniques and link building strategies
- Can commission freelancers and manage a community of contributors
- Excellent time management skills and ability to work to deadlines

NOTABLE ACHIEVEMENTS

- Created sales guidance, strategic positioning and marketing materials for billion-dollar technology companies
- Worked for some of the UK's largest publishers, including Future, Hibu and Time Out
- Worked in-house teams for lifestyle, technology, and ecommerce retail companies
- Written copy distributed to 100k+ customers and translated into 12 languages
- Was part of the editorial team for the UK's longest running videogames magazine

CAREER HISTORY

2018-present: Senior Strategic Copywriter, The Craft Consulting/ Agent3

Copywriter and Strategic Writer for a business technology consultancy agency creating messaging, marketing and strategic positioning for enterprise-sized technology companies.

- Competitive positioning documentation and sales enablement
- Content calendars, blogging, and social media for ABM campaigns
- Internal messaging and external marketing materials including sales battlecards, animation scripts, white papers, marketing emails, case studies and website copy
- Clients include: Oracle, Salesforce, Computacenter, DXC, Cloudera, Citrix, NTT and ServiceNow

2016-2018: Head of Content, Upland BlueVenn

In-house copywriter for a Bristol-based B2B marketing automation company.

- Writing email, blogs, web landing pages and press releases
- Authoring eBooks and white papers
- Managing all Twitter, LinkedIn, and Facebook social media accounts
- Writing thought leadership content for SEO and link building

2015-2016: Community Manager, Time Out

Managed a community of volunteer writers for Bristol, Birmingham, and Leeds city culture blogs.

- Recruiting new bloggers and writers to contribute to the Time Out blogs
- Subbing, editing, and publishing blogger posts
- Writing daily blog content for Bristol, Birmingham, and Leeds blogs
- Sharing content via Time Out's social media channels

2014-2015: Editor, Q Content

Content writer and editor for a content marketing agency.

- Content creation for financial, medical, insurance, travel, food, business, and healthcare customers
- Clients included: DNA Recruitment, Wiley Publishing, Carole Nash Insurance, Syscap, Newgen, Ixxus, Create Marketing, Leasing Options, Aspen Healthcare

2013-2014: Editor, Hibu

Editor for three monthly community print magazines, focused on Bristol and the surrounding areas.

- Researching, planning, and writing the content for three magazines
- Supplying or sourcing accompanying photography
- Laying out the features using inCopy and editing the copy to fit the templates
- Writing news and feature articles or commissions unpaid community submissions

2011-2013: Copywriter, FreestyleXtreme.com

In-house copywriter for a range of athletic apparel retail brands.

- Writing copy for a weekly marketing newsletter sent out to a 100k customer base
- Creating blog content for freestylextreme.com, brokenscene.com and santacruz.eu.com
- Writing copy to improve SEO ranking and creating copy for PPC adverts
- Contributing content for FreestyleXtreme's social media platforms

2004-2011: Section Editor, Future Publishing

Part of the editorial team for videogames magazine GamesMaster and automotive magazine Redline.

- Working as part of a team of art, editorial and freelance workers to manage workflow
- Flatplanning a 130-page magazine alongside the Editor
- Negotiating exclusive coverage of games with PR companies
- Writing critical reviews, previews, interviews and features
- Commissioning freelancers

2001-2004: Staff Writer, Paragon Publishing

Part of the editorial team for gaming magazine P2, and hobby magazine Trading Card World, and lifestyle magazine Gear.

- Writing reviews and previews
- Creating and writing features
- PR relationship management

EDUCATION

1998-2001: **Southampton Institute (now Solent University)**

- BA (Hons) Degree: Media with Cultural Studies (2:1)

1996-1998: **Brockenhurst College**

- A-Level Media Studies, English Language & Literature, Design & Technology (Communications), GCSE Photography

1992-1996: **Ringwood Comprehensive School**

- 11 GCSE passes, grade B or above

INTERESTS AND PASTIMES

Motoring, camping and the outdoors, videogames, photography, writing, movies.