

# SHAUN CURNOW

12 Beckington Road, Bristol | **Date of Birth:** 21/09/79 | **Mobile:** 07866 701492  
**Email:** shauncurnow@outlook.com | **LinkedIn:** <http://uk.linkedin.com/in/shauncurnow>  
**Online portfolio:** <https://shauncurnow.portfolial.com/>

## PROFILE

I am an adaptable, skilled writer with over 20 years of experience as an editor, blogger, journalist and copywriter. I have worked for in-house teams and at agencies, writing for a varied range of B2C and B2B brands, audiences and needs.

Over my career, I have created print and online content focusing on product reviews and brand awareness. I have also supported sales teams and helped some of the world's largest and most complex technology businesses strategically position themselves in the marketplace.

### KEY SKILLS

- Authored marketing materials, press releases and SEO articles
- Experience with CMS software and marketing platforms, such as HubSpot
- Commissioning freelancers and manage a community of contributors
- Exceptional time management skills and ability to work to deadlines
- Turning complex technology concepts and products into customer-facing copy
- Editing, proofing and providing QA support

### NOTABLE ACHIEVEMENTS

- Created sales guidance, strategic positioning and marketing materials for multi-billion-dollar enterprise technology companies
- Worked leading UK publishers, including Future, Hibu and Time Out
- Worked in-house for lifestyle, technology, and e-commerce retail companies
- Copy distributed to 100k+ customers and translated into 12 languages
- Part of the editorial team for the UK's longest-running videogames magazine

## CAREER HISTORY

### **2018-present: Senior Strategic Copywriter, 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 eBooks, sales battlecards, animation scripts, white papers, reports, emails, blogs, case studies and website copy
- Clients include PwC, Salesforce, ABB, DXC, Autodesk, Dynatrace, T-Mobile, NTT DATA and ServiceNow

## **2016-2018: Head of Content, Upland BlueVenn**

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

- Writing emails, 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
- Proofing, 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.*

- Writing for financial, medical, insurance, travel, food, business, and healthcare clients
- 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 santacruzeeurope.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
- Flat-planning 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, 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, board games, painting, photography, writing and movies.