

# Neil Grayson

Multimedia journalist

Over 15 years of experience in online, social media, video, radio and print. Portfolio: [www.neilgrayson.co.uk](http://www.neilgrayson.co.uk)

✉ [neil.grayson@gmail.com](mailto:neil.grayson@gmail.com)

☎ 00 971 50 146 8439

📍 Dubai, United Arab Emirates

🌐 [www.neilgrayson.co.uk](http://www.neilgrayson.co.uk)

🐦 @rogerframes

📷 [instagram.com/rogerframes](https://www.instagram.com/rogerframes)

## SKILLS

Facebook

Instagram

Twitter

Wordpress

Writing

Editing

Sub editing

Proof reading

SEO

Blogging

Content management systems

Adobe InDesign

Radio presenting/production

Podcasting

Patreon campaigns

Video directing

Video editing

Video scripting

## WORK EXPERIENCE

### Online editor and reporter

Dubai Media Incorporated (Dubai Post and Emirates 247)

01/2018 – Present

*Achievements/Tasks*

- Create daily visual content for [dubaipost.ae](http://dubaipost.ae), including social media posts, videographs and longer feature length reports shot on locations around the city. Story example: <https://tinyurl.com/y736o5ug> Social media post example: <https://tinyurl.com/ybvu2sd8> Videograph example: <https://tinyurl.com/y9mpcm8p>
- Create vision for, produce and direct video shoots. Carry out interviews on location.
- Write accompanying feature text, subtitles and introductions for all video reports.
- Edit the reporting team's copy that has been translated to English from Arabic to ensure the highest quality. Approve all final text before publication. Advise on all matters to do with the use of English language.
- Write daily news content for one of the UAE's leading news sites with 1m+ followers, Emirates 247. Example: <https://tinyurl.com/yb6gllnp>

### Freelance content writer and editor

[www.neilgrayson.co.uk](http://www.neilgrayson.co.uk)

06/2012 – Present

*Achievements/Tasks*

- SHORTLIST MAGAZINE: Generate strong ideas, pitch, research and produce content for web and print such as the viral UAE's Notable Firsts: <https://tinyurl.com/y8oenqpv>
- BITMAP BOOKS: Write, fact check, edit and proof read for an award-winning, best-selling, premium range of retro technology books. For example, I edited Artcade: <https://tinyurl.com/ya6q7j4j>
- MAMA KNOWS DUBAI WEBSITE: Write useful daily blogs and longer features for this parenting website, using the Wordpress CMS. Use SEO techniques to improve the site's Google ranking. Write copy for advertorials appearing in the Dubai press and produce speeches for the CEO's appearances at corporate events. Edit and proof read other freelance contributions.
- CHANNEL 4 FM: Founded this Dubai radio station's Twitter and Facebook accounts @channel4dubai, which now have in excess of 250K "likes". Write SEO oriented music and entertainment copy for [channel4fm.com](http://channel4fm.com), and create social media posts to drive traffic to it using Facebook, Twitter and Instagram.

## WORK EXPERIENCE

### **Evening show presenter**

Dubai 92 / Arabian Radio Network

10/2010 – 06/2012

*Achievements/Tasks*

- Increased the evening show's audience by over 20% to become the number one listen for Western expats at that time.
- Secured interviews with high profile guests, researching thoroughly beforehand.
- Provided daily blogs and social media content (photographs and video) for Dubai92.com.
- Used the DALET playout system and Adobe Audition on air.

### **Website editor and presenter**

Channel 4 FM / Ajman Independent Studios

04/2008 – 10/2010

*Achievements/Tasks*

- Successfully directed an overhaul of this Dubai radio station's website from a "Web 1.0" feel to a modern one integrating Facebook, Twitter, Instagram and a daily showbiz blog. Initially this was all with Wordpress before moving to the AIIR content management system.
- Founded each of the social media channels, which now have over 250K "likes". I generated ideas for and directed videos featuring the station's presenters for social media.
- I was the station's drivetime presenter between 2008 and 2010 and the top rated show in that time slot. I gained heavy experience with RCS Master Control and Adobe Audition on air.

### **Presenter and online content writer**

Global Radio

06/2004 – 04/2008

*Achievements/Tasks*

- Produced market leading daily radio shows and weekly podcasts for Heart and Capital FM in London, Essex, Northamptonshire and Nottingham. Used the Genesys playout system on air and Adobe Audition for editing.
- Interviewed high profile guests, repackaging live content for web and social media (Facebook and Twitter).
- Researched content via web, telephone and local press.
- Maintained a daily showbiz blog using Wordpress.

### **Editorial assistant**

Channel Fly

06/2001 – 06/2004

*Achievements/Tasks*

- Wrote news and feature articles for web and print using Blogger and Adobe InDesign.
- Supported the editor in a wide range of tasks, for example creating photo captions.
- Fact checked and proof read to make sure articles were accurate and well-written.
- Negotiated with freelancers regarding commissions, content and work being delivered in a timely manner.

## PERSONAL PROJECTS

Commodore Format blog creator, writer and editor (01/2014 – Present)

- I designed a successful, monetised retro blog aimed at the computer games community: [www.commodoreformat.wordpress.com](http://www.commodoreformat.wordpress.com).
- Secure interviews with programmers, journalists and other key figures in the games community.
- Market on Facebook and Twitter. So far, I've gathered over 2000 "likes" in a niche community and monetised the content via Patreon. The social handle is @commodoreformat.
- With over 30K views in 2017, the site is now a respected source of information and I have appeared on numerous podcasts as a games expert, for example <https://www.oldschoolgameromagazine.com/162-neil-grayson/>.

## EDUCATION

**Sociology 2:1 BA (Hons)**

The University of Nottingham

1998 – 2001