

Mark Grassick

Biography

With over 22 years of experience in journalism and 14 years in content marketing, I am a seasoned editor and writer with a proven track record of devising and executing successful digital and print campaigns for major international brands. As a leader in the industry, I have spearheaded strategies that drive engagement and results. In my most recent role, I led a team of editors, designers, and social media editors, ensuring the delivery of high-quality content and innovative marketing solutions.

Over the course of the last 25 years, I have produced and presented podcasts, undertaken screenwriting work for a major film studio and delivered long and short-form content that combines editorial excellence with strategic vision, making me a valuable asset to any organisation seeking to enhance its content and marketing efforts.

Experience

Head of Content – Ticketmaster UK & Ireland (2019 – 2024)

Headed up social, editorial and design teams. Launched major new SEO initiatives and revamped social and editorial strategies, including content syndicated to five international markets and a podcast series featuring Def Leppard, Robyn Hitchcock and more. Oversaw 60% YOY growth in revenue, 90% YOY growth in page views and 260% growth in Instagram engagement rates.

Editor, Journalist and Copywriter – Freelance (2017 – present)

Covered TV, music and film for NME, Repeat Replay, Curzon and Hotcorn, men's style and grooming for Dapper Confidential and travel for Leonardo Hotels. Temporary social media editor at We Are Social for Universal Pictures and Vodafone. Sub-editor on easyJet at Ink Global. Contributing author to Movie Star Chronicles. Screenwriter on in-development title for Hammer Horror.

Senior Editor – Dentsu Creative (2015 – 2017)

Joined as Digital Editor on Vue Cinemas' magazine, app and editorial site. Promoted to Senior Editor on inter-agency project with iProspect, delivering SEO-led digital content campaigns for travel, tech and e-commerce clients including Microsoft, Accor Hotels, Travelodge, Kohler, Monarch, Starwood and Thomas Cook.

Deputy Editor – Publicis (2011 – 2015)

Initially Sub-Editor on Cath Kidston Magazine and Heathrow Airport's portfolio of luxury travel magazines. Promoted to Deputy Editor on Vue Cinemas' magazine and app, interviewing A-list actors and directors, reviewing films and working with the editor to define the tone of voice and creative direction of the magazine. Integral part of the team that won two Content Marketing Association awards for Cath Kidston and an Effective Mobile Marketing award for Vue Cinemas.

Sub-Editor – Haymarket Media (2009)

Sub-edited pages of Campaign magazine to tight deadlines. Wrote regular news stories and short features.

Sub-Editor – Mac Keith Press (2006 – 2009)

Sub-editor for the medical journal Developmental Medicine and Child Neurology, working closely with medical professionals to ensure accuracy across complex articles and case studies.

Education

BA (Hons) in Journalism and Film Studies – Kingston University (2003 – 2006)

Graduated with First Class Honours

Art director, entertainment editor and founder of student newspaper The River

Selected three years running to present work at Kingston University Degree Show

Higher National Diploma in Print Journalism – Ballyfermot College, Dublin (2001 – 2003)

Graduated with Distinction

Nominated for Irish Student Media Awards in 2002

Skills

Editing • Copywriting • Journalism • Sub-Editing • Content Strategy • Feature Writing • Reviewing • Interviewing
• Social Media • Content Marketing • Print Journalism • Magazines • Screenwriting • Arts & Culture Journalism
• Travel Writing • Podcasting • Audio Editing • Video Editing • SEO • Project Management • Team Management
• Tone of Voice • Wordpress • Prismic • Salesforce • InDesign

References

Available upon request.
