

Daniel Moore

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PERSONAL SUMMARY

An editorial and PR professional with over 13 years' experience in content creation for print and web publishing. My written communications include, but are not limited to press releases, newsletters, social media posts, news and features, which I've produced for a number of B2B and B2C brands. I'm also well-versed in content management systems, from WordPress and Hootsuite to Dot Digital and Silverpop, among other digital platforms.

KEY SKILLS

- Adaptable and creative writing skills for print, digital, and social media platforms
- A highly organised individual and multitasker
- First class spelling, grammar, and punctuation
- Expert sub-editing and proofreading skills with a meticulous eye for detail
- Proficient in CMS platforms, including SharePoint, Dot Digital, Teams, Dropbox WordPress, GoPublish, Drupal, Mail Chimp, InDesign, Photoshop and HubSpot
- Good knowledge of web/Google Analytics, SEO and campaign reporting/delivery
- Strong research, project management, and leadership skills
- Computer literate in MS Office (Word/Excel/Outlook/PowerPoint)

CAREER HISTORY

Markel International – Content and PR Executive (March 2021 – to present)

Responsibilities:

- Capturing, monitoring and reporting media coverage from our external communications
- Managing and writing compelling content for our broker newsletter and social channels
- Leading PR briefing sessions to outline key messaging for external campaigns
- Executing PR strategies to enhance Markel's position in the insurance industry
- Pitching thought leadership articles to mainstream insurance trade publications
- Building and maintaining professional relationships with journalists
- Organising and facilitating interviews between journalists and Markel's stakeholders
- Writing and distributing high-level press releases

The Chartered Quality Institute – Content Executive (September 2019 – to March 2021)

Responsibilities:

- Briefing and commissioning articles to freelance journalists and CQI members
- Producing briefs, news stories, and features for the CQI's *Quality World* publication
- Editing and publishing articles on the CQI's online Knowledge Hub using Drupal CMS
- Contacting members for article contributions through our social media channels
- Proofreading our magazine pages using GoProof and Adobe InDesign
- Leading news meetings with our marketing and membership departments
- Producing and scheduling our two monthly CQI and IRCA Knowledge mailings
- Conducting interviews with quality managers, auditors and CEOs for features

Service Works Global – Marketing Executive: Temporary Contract (April 2019 – July 2019)

Responsibilities:

- Writing e-mail marketing campaigns to promote our facility management software

- Creating infographics for marketing purposes using Venngage software
- Producing press releases on our facility management solutions and software updates
- Designing banners, flyers, and white papers through Adobe InDesign
- Keeping abreast of the market to ensure we are tailoring our products accordingly
- Managing SWG's social media channels by posting social content on a daily basis
- Admin duties including answering e-mails and sending leads to the Sales Team

Environment Media Group – Content Manager/Assistant Editor (April 2018 – April 2019)

Responsibilities:

- Managing and overseeing all client accounts for EMG's content publishing division
- Creating and working towards a 12-month content plan for each client
- Producing press releases and marketing communications to tight deadlines
- Copywriting tasks which included writing blogs and pages for our clients' websites
- Ensuring all online content is optimised for search
- Writing opinion pieces, news and features for our daily news website *letsrecycle.com*
- Commissioning features for Recycling Magazine and Wood Recycling Magazine

London Lux Magazine – Deputy Editor (Freelance) (May 2017 – May 2018)

Responsibilities:

- Interviewing jewellery designers, artists and CEOs from luxury brands
- Putting cover stories and features together, often to strict deadlines
- Ensuring the correct tone of voice resonated throughout each article

Car & Accessory Trader (CAT) Magazine (Haymarket) – Reporter (Jan 2016 – April 2018)

Responsibilities:

- Managing CAT's Facebook, Twitter and Instagram accounts
- Researching and writing technical features and product reviews to tight deadlines
- Managing and scheduling the fortnightly newsletter
- Telephone interviewing aftermarket representatives for quotes/commentary
- Representing the brand at trade events/conferences as a journalist and photographer
- Proof-reading articles and pages using Adobe InDesign and GoPublish software

Think Alumni – Account Manager (Mar 2014 – December 2015)

Responsibilities:

- Sourcing alumni volunteers for college events via LinkedIn search
- Creating e-communications in line with the college's annual marketing calendars
- Leading client meetings both face-to-face and on conference calls
- Setting actions and deadlines for client monthly meeting reports
- Analysing and collating data from campaigns to relay back to clients
- Working towards annual KPI targets

EDUCATION/QUALIFICATIONS

London South Bank University: September 2010 – May 2013

BA (Hons) in Multimedia Journalism (2:1)

NESCOT College: National Diploma in Drama - September 2006 – June 2008

Awarded the triple grade: Distinction, Distinction, Merit (AAC at A-Level)

Greenshaw High School: September 2001 – July 2006

Achieved 10 GCSEs at grades B – C

REFERENCES – Available on request