

Gary Crowther

247 Simonside Terrace, Chillingham Road, Heaton, Newcastle upon Tyne
NE65DZ

Email: garypetercrowther@gmail.com

Tel:

Education and qualifications:

2015 - 2018 Northumbria University

Communication and Public Relations Degree - 2:1

Modules include: Copywriting, New Media Marketing, Event Planning, Intercultural Communication, Digital Visual Communication, Corporate Communication the Public Relations in Practice. My final year project involved generating a communications strategy for an existing client named My Pet HQ.

Skills profile:

Communication

- I am a passionate communicator with an excellent grasp of the English language. I am well versed in all forms of social media and can operate across a variety of traditional and digital platforms.
- I am a talented and experienced copywriter with my own side-business.
- I have strong interpersonal skills and can adapt my communication in order to cater to a wide variety of audiences. I can build and maintain lasting, beneficial relationships. I am skilled in messaging and can confidently work towards shaping the image and perception of an organisation.

Teamwork and Leadership

- I can adapt naturally into a leadership role as my skills in communication allow me to be diplomatic and offer practical, efficient methods in order to help my team achieve results. I can also work well as either part of a group or alone in undertaking tasks and assignments.

Problem Solving

- Strategic thinking and tactical implementation skills have been used throughout my career, following careful planning. I never enter into a situation unprepared. I work to the professional and expected standards of research and time management.
- I can formulate with new ideas quickly and under pressure, with the ability to ad-lib and be creative.

Creativity

- I consider myself highly creative with the ability to generate fresh and original ideas with ability to implement them strategically. I love creating writing and can adapt it to suit a number of roles.

Work experience:

2019 - Present Freelance Copywriter

I run my own copywriting business with a small but successful track record . My ongoing clients include virtual assistants, online business managers and an acquired brain injury charity. This was a natural evolution from being a communications specialist when I decided to pursue my love for writing.

2018 - 2019 Communications Specialist, freelance.

I currently manage the communication strategies of two accounts, the first being BRAINBOX and the other being 'Designs by Natalie', a small interior design business in York.

My duties for Designs by Natalie include formulating and executing a year long comms strategy to enable more efficient and effective marketing and public relations tactics. The c

2018 - 2019 Chocolate PR, work experience.

Here is where I refined my skills on using social media in the context of marketing and public relations. I was responsible for generating content such as press releases for a variety of accounts with responsibilities also including research and copywriting.

2014 - 2018 Communications Intern, BRAINBOX UK; a charity in the North East:

I help manage the production of comms materials, including leaflets, posters, flyers, newsletters, e-newsletters and videos.

I regularly liaise with vital patrons at Irwin Mitchell and Stewarts Law to maintain mutually beneficial and long lasting relationships to build the charity's network.

I also conduct market research in order for our charity to remain relevant and armed with knowledge. In addition, I generate press releases for local news outlets, both digital and traditional.

I manage the social media account across all major platforms.

I regularly work with the Operations domain to plan events, such as fundraising balls, conferences and team building exercises.

Hobbies and interests:

I am a passionate writer with the hopes of one day being published. I am currently working on a novel involving dystopian themes in a near future Britain which acts a metaphor for over consumption of digital media. I also enjoy digital artwork in which I have a decent portfolio, ranging from abstract and surreal to more commercial promotional material. I.e leaflets, flyers and logos.

References are available upon request.

