

MATT PACKER

07789 026927 | <mailto:mattpackerwork@gmail.com> | [@mjpwriter](#)

PROFILE

Committed to fulfilling clients' visions for their projects while adding my own original ideas, I am dedicated, tenacious and regularly exceed expectations. In a career of covering a host of diverse topics from whales and dolphins to intellectual property – not to mention penning copy for trivia books, CD sleeves and arts columns – I have a proven flair for bringing any subject to life for its target audience.

AWARDS

- **2015 IoIC Awards** - Best Digital Solution for Membership: CMI Insights e-newsletter
- **2015 CMA Awards** - Best Email Marketing: CMI Insights e-newsletter (Highly Commended)
- **2012 CMA Awards** - Best Membership Website: ProfessionalManager.co.uk
- **2011 IoIC Award of Excellence** - Best Writer

DIGITAL SKILLS

- **Content-management systems** and analytics dashboards in Wordpress, Sitecore and Drupal formats
- **HTML** for inputting and editing content
- **SurveyMonkey** for questionnaires
- **ProMailer** for broadcasting e-newsletters
- **PhotoShop** for cropping and retouching images

EMPLOYMENT HISTORY

Aug 2015 – present

Freelance

- **Drucker Forum Special Report 2017** for LID Publishing, the Global Peter Drucker Forum and the Institute of Leadership & Management (ILM)
- **30 Golden Treasures Rediscovered Over 30 Years** for the World Gold Council – an illustrated guide to major treasure finds made in the organisation's lifetime
- 3 x weekly thought-leadership blogs for the **ILM News & Views webpage**, covering a range of topics in the field of organisational governance
- 3 x weekly news stories, plus print-to-web repurposing, for the Association of Corporate Treasurers' magazine microsite **The Treasurer**
- Weekly ghost-blogs for senior staff at leadership-development agency **Inemmo** to raise visibility of the firm's website and services
- Feature writing for several B2B magazines and websites, including ILM's **Edge**, the Association for Project Management's **Project**, and NatWest's **Content Live**

Feb 2011 – Jul 2015

Online Editor

Think

- Coordinated over **£90,000**-worth of business per year and oversaw four external writers
- Mentored and trained one of those external writers from an intern to fully fledged freelancer
- **Insights** News and comment section of CMI website (**30,000** unique visitors per month)
 - Shaped content to support CMI's thought leadership strategies on employee engagement, diversity, workplace wellbeing and flexible working
 - Handled full spectrum of writing, subbing, copy-editing, picture-research and uploading duties
 - Drove engagement through the CMI Twitter feed and a **weekly e-newsletter** broadcast to **80,000** CMI members
 - Developed multivariate testing plan for newsletter's design features

- **ProfessionalManager.co.uk** Quality of output convinced CMI to host news content on its own site, paving the way for Insights. Wrote **special live blog** for site to cover CMI's 2013 Annual Conference
- **NewLegal Review** News and analysis site created for IP-management firm CPA Global, highlighting commercial value of patents, trademarks and domain names. Collaborated on content with client executives in the US, UK, Hong Kong and Australia
- **Perspective** News and feature-writing tasks on biannual magazine produced for the Tata Group

Oct 2006 – Feb 2011

News Editor

Think

- Daily news stories for Think's first-ever web project IP Review Online
- Edited regional rambling magazine South-East Walker and Department for Transport's sustainable-travel journal Smartmoves
- Researched, wrote, subbed and cleared extract rights on book projects such as conservation guide **Going Going Gone**, San Pellegrino's **The World's Best Restaurants** and CPRE's **A Portrait of England**
- Organised 12 interns over six weeks to compile copy for trivia book **Origin of Everyday Things**

May 2005 – Oct 2006

Editorial Assistant

Think

- Copywriting & other supporting tasks on a variety of magazines
- Copyright clearance, subbing, indexing and writing for books **The Shakespeare Companion**, **The Stonehenge Companion** and **The Curry Companion**
- Extensive research for **RHS Good Parks Guide 2006-2007**

Jan 2008 – Dec 2008

Sleeve Notes Writer

EMI Music

- Inlay-card biographies for compilations of hits by artists such as Blondie, Everything but the Girl and Jeff Beck
- Writer of potted histories of pop music for Top of the Pops: Top 10s and Top of the Pops: the 80s

July 1998 – May 2005

Various long-term roles

- 18 months as client liaison/quality-control executive at Durrants Media Monitoring (now known as Gorkana)
- Healthcare assistant in the National Health Service assistant at the Kent and Canterbury Hospital and the Royal Surrey Hospital, Guildford
- Also spent time in this period working on two, large creative-writing projects

EDUCATION

- **1995 to 1998: Canterbury Christ Church University**
 - BA degree in Radio, Film and Television with American Studies II:i
- **1993 to 1995: Farnborough College of Technology**
 - City & Guilds in Radio and Journalism **Merit**

OTHER RELEVANT TRAINING

- **Econsultancy** and **Tim Tucker Digital** workshops on Digital Content Strategy, Content for Engagement and User Experience and Usability
- **PMA Media Training** short course on News Editing and Running a News Diary

PERSONAL INTERESTS

- Committed hard rock fan
- Love to unwind with movies and novels of all genres
- Keen runner and cook