

Kevin Lawson.

Email: Kevin@editradio.org
Telephone: 07525 651883
Online Portfolio: www.kevinlawson.co.uk
Podcast: www.editradio.org
Blog: www.wakeupmrwest.co.uk

Education & Awards

The University of Huddersfield:

2011 - 2014, Music Journalism BA Hons: First Class Classification

2013, Vice-Chancellor's Award for sustainability

2012, Student Media personality of the year

Basingstoke College of Technology:

1997 - 1999, GNVQ Advanced in Business

The Hurst Community School:

1992 - 1997, 8 GCSE's with grades of C-D including: English Language (C), English Literature (C), Maths (C) and Science (D)

Software & Skills

Adobe CSS 6: Advanced user in InDesign, Photoshop, Acrobat, Audition, Dreamweaver and Captivate.

Web Content Management: Expert user in Movable Type, Drupal, Wordpress & Sharepoint

MS Office: Expert user in Excel, Word, Powerpoint, Outlook, Access, Project and Visio

Facebook: Expert user in business manager and advertising panel

Twitter: Expert user in business manager and advertising panel

- Copywriting, editing & proof reading

- Excellent Verbal Communication

- Content creation & idea generation

- Interviewing

- Research

- Team management

- Effective use of social media, SEO & algorithm manipulation

- Writing user manuals & training guides

- Stakeholder management

- Publication design

- Business analysis & process design

Employment History

Epiphany Search, 2014 – Present.

Senior Digital Media Executive: In my current role as part of the department's management team, I'm responsible for leading on key clients in the business, maintaining the relationship and presenting our results to them on a monthly basis. Led by me the team have developed numerous creative campaigns that have been covered by the BBC, Daily Mail, the Sun, the Mirror, Lad Bible and many other well-known outlets. I'm required to manage my own and others time, lead brainstorming, generate reactive news ideas, create social media advertising campaigns and manage the budgets of my clients.

Digital Media Executive (Oct 2014 – Nov 2015): My first role at Epiphany required me to support senior members of the Earned Media team in the development of creative online campaigns designed to improve the SEO performance of our clients. With a heavy focus on news generation, our promotional work requires me to draft press releases, research stories, build and maintain relationships with journalists and social influencers, create media lists and produce reports for clients as well as clients.

Edit Radio Podcasts 2009 – Present.

Editor-in-chief: Over the past seven years I have developed Edit Radio, a weekly podcast that aims to shine a light on what myself and my team feel is the best new music, without any critical baggage. At first the project was a personal hobby, but has since become a larger part of my professional life, prompting me to go to University and retrain as a journalist. Although recorded in the bedrooms, kitchens and occasionally on location, my team of podcasters have built a modest but dedicated following and our shows have been downloaded over 50,000 times in total.

T'Hud Magazine, 2012 – 2014.

Editor-in-chief: At the head of a team of over 70 students including writers, designers and photographers, I was twice elected by my peers as Newspaper Editor and led the team in an overhaul of the publication's output and design, a process that resulted in the creation of the T'Hud brand. With a renewed focus on local news and serious student issues such as Lad culture, rape, alcohol use, depression, drugs, politics as well as issues surrounding the politics of the students' union itself, the publication transitioned from an unread newspaper to a magazine and supporting website that added value to campus life.

BBC Radio Manchester and BBC 6 Music, 2013.

Broadcast Assistant: During a month-long placement I researched, designed, drafted and recorded numerous pieces of radio that promoted BBC Radio Manchester's link with its charity partner, the Christie NHS foundation trust. Whilst at the station my work was praised for its speed, accuracy and quality, which resulted in my interviews and packages being broadcast to the audience on the station's popular breakfast and drive-time slots. I also worked alongside the producers at BBC 6 Music to help produce three-days-worth of music news.

Ericsson Telecommunications Ltd, 2006 – 2011.

Organisational Change Management Consultant: As part of the project management office responsible for delivering the company's biggest multi-million pound IT transformation to date, my work at Ericsson was to aid in the redesign of the network support procedures used by Vodafone, O2, Orange and T-Mobile engineers into a uniform process. My day-to-day responsibilities included leading workshops, gathering requirements, creating detailed procedure documents, writing procedure manuals, leading classroom training sessions and designing computer-based training courses.

Amber Credit Ltd, 2003 – 2006.

Project & Data Administrator: After an internal promotion from the data entry team, my role was to liaise with internal teams, analysing how they used and recorded data in order to produce requirement documents, test scripts and a data model of financial products for our developers.

Coral Racing Ltd, 2002 – 2003.

Assistant Manager: My duties involved cash handling, data entry and translation of betting slips, monitoring VIP customers, staff training and providing the exacting levels of customer service expected by the company.

Well Well Well Ltd, 2001 – 2002.

Invoicing Clerk: In this deadline driven role, I was responsible for the creation, automation and reporting of all the electronic invoices sent to our clients, including supermarket chains Sainsbury's, Tesco and ASDA.

Antalis UK Ltd, 2000 – 2001.

Purchase Ledger Clerk: I managed relationships with a group of wholesale suppliers resolving invoicing, payment and other accounting issues.

Choices Video Ltd, 1998 – 2000.

Assistant Manager: I was responsible for aiding the manager in the day-to-day running of the store including internal accounting, banking, stocktaking, organising staff hours, implementing sales initiatives and merchandising.

References

Available on request