

Kevin Lawson.

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

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.

Facebook, Twitter & Linked In: Advanced user in business manager and advertising panel.

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

Google Suite: Advanced user in Google Analytics, Data Studio and most other productivity apps.

- 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

Ticket Arena & Event Genius, 2016 – Present.

B2B Marketing Executive: As the first, and currently only, business-to-business marketing executive for Event Genius, I have been instrumental in developing and shaping the output of the brand. Reporting directly into the Head of Marketing and the senior management team, I'm required to work collaboratively with stakeholders across the business to produce engaging content that entices potential customers to use our online tools and services. On a day-to-day basis I draft, design, schedule and deliver the majority of content across the company's entire marketing mix, which includes all website copy, social media updates, emails, user guides, press releases, presentations, adverts, award submissions and much more. In April, the quality of my work helped the company win the 'Product Innovation' category at the prestigious Ticketing Business Awards.

Epiphany Search, 2014 – 2016.

Senior Digital Media Executive: Within a year of starting at Epiphany I had earned two promotions before accepting a role as one of the department's senior team members. Lauded for the ability to generate consistently creative, low-cost and newsworthy ideas, I was included in the brainstorming process for nearly every client, helping the department retain clients and win several pieces of new business. In my role as senior executive I led on the research, generation, planning, execution and reporting for our creative campaigns, helping to train and mentor junior members of staff, as we worked together on high-profile brands including: Waterstones, The Book People, Ticketmaster, MenKind, Zuto Car Finance, Evans Halshaw, Carole Nash Insurance, Redcentric and many more.

Edit Radio Podcasts 2009 – Present.

Editor-in-chief: Over the past nine years I have managed Edit Radio, a weekly podcast which offers a curatorial service to new music fans bewildered by the amount of choice offered by streaming services like iTunes and Spotify. At first the project was a personal hobby, but has since become a larger part of my professional life, prompting me attend 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 100,000 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 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 student issues such as lad culture, rape, alcohol use, depression, drugs, politics as well as

the politics of the Students' Union itself, the publication transitioned from an unpopular newspaper to a thriving magazine and 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