

Julian Nicholas Hall

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During a career spanning politics, marketing, journalism and entertainment, I have written product catalogues, core scripts, flyers, websites, annual reports, features, blogs, press releases, briefings, case studies, rebuttal documents, speeches and a book.

Freelance copywriter, journalist, PR and campaigner (Jun 2002 - present)

I have taken copywriting commissions from clients such as Alzheimer's Research UK, Leitz, Hilton Hotels, Forum for the Future and TNS-BMRB, in the course of which I have worked for agencies including We Are Social, Jeffries, Parsons, Myers, Harvey, and King Campbell & Friends (formerly Blac). My editorial work has included pieces for The Independent, The Stage, The Independent on Sunday, The Guardian, International Education News and Education Investor. Other writing credits include two Radio 2 documentaries, a sitcom treatment in development and authoring The Rough Guide to British Cult Comedy (Penguin, 2006).

In addition to my writing career, I have provided PR for a housing campaign and for clients in the entertainment business. For both I have achieved local, regional and national coverage over both press and broadcast media.

These roles have required: planning, developing and implementing strategies; targeting the right audience; employing the correct tone of voice; collating and analysing data and using social media to reinforce media footprint.

Employment History continued...

Press Officer, Sadler's Wells Theatre, London (Mar '00 - May '02)

Generating media coverage for the theatre's activities; developing positive relations with media contacts and monitoring and evaluating coverage.

Diary Correspondent at The Independent newspaper, London (May '98 - Mar '00)

Gathering and writing stories covering politics, media, arts and entertainment.

Parliamentary Research Assistant, London (Feb '95 - May '98)

Mark Oaten MP (December '97 - May '98)

Paul Tyler CBE, MP (June '95 - October '96)

Don Foster MP (February '95 - June '95)

Writing speeches, articles, briefings, press releases; monitoring parliamentary legislation; helping in the development of policy and liaising with lobby groups.

Regional Media Coordinator, Liberal Democrats (Nov '96 - Dec '97)

Advising on the press output of Liberal Democrat parliamentary spokespersons; 'selling' stories and events to the regional media (including a period as Press Officer for the 1997 Winchester by-election).

Voluntary Assistant to Rt. Hon. Paddy Ashdown MP, London (Aug '94 - Jan '95)

Responding to correspondence and telephone enquiries; arranging press conferences and meetings; laying on hospitality for VIPs and taking tours of the Houses of Parliament.

Education

University of Warwick, Coventry (1990 - 94)

French and History BA (Joint Hons); Class Two: Division Two

Harlow Tertiary College, Harlow, Essex (1988 - 90)

3 'A' Levels; French (B), English Literature (B), History (B)

Mark Hall School, Harlow, Essex (1983 - 88)

8 GCSE's including Mathematics and English Language