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AMAR PATEL

PROFILE

A London-based editor and copywriter, producing stimulating content that sells. I specialise in lifestyle, arts, trends and innovations, and offer significant through-media experience, from print publishing to digital strategy and SEO. All the best media is inherently social: I can make it, distribute it, measure it and make it even better the next time round; always with a compelling point of view.

QUALIFICATIONS

March 2014

Documentary Filmmaking Diploma, London Academy of Media, Film & TV

August 2012

Full clean driving licence

July 2012

TEFL intensive course

June 2004

NCTJ Diploma Magazine Journalism, City College, Brighton & Hove

July 2003

Pg Certificate in Sports Law, Kings College London

June 2001

LLB Law (2:1), Leicester University

June 1996

Young Enterprise Europe Examination (Distinction)
(Young Achiever of the Year, SE England)

EMPLOYMENT

I MAKE SENSE Editor | Copywriter

June 2012 >

www.imakesense.org (self-employed)

– Tone of voice guidelines, information architecture, social media strategies and SEO copywriting for businesses including matchmaking agency [Project 143](#), venture capitalists [Brompton Ventures](#) and production studio [Mother Brown Films](#); additional writing and subbing for [Houzz](#), the fastest growing online interiors platform in the UK

– Consulting and copywriting for non-profit [BuddyHub](#)

– E-commerce product copy [Devieta](#) and Microsoft

– Film script writing for Xerox and matchmaking agency [Project 143](#)

- Reporting for publications such as [InMotion](#) and [Arise](#) magazine; writing blog articles about [media](#) and [marketing](#)

CEDAR COMMUNICATIONS Editor, O2 magazine
www.cedarcom.co.uk

Sept 2013 > Jan 2014

- I edited the monthly in-store title for one of the UK's biggest retail brands, turning the marketing objectives of several stakeholders across multiple strands of the business (eg 4G, O2 Guru, Pay & Go, Priority) into customer-friendly content. Both in print and on iPad

- I would regularly take planning meetings with these stakeholders at head office to learn about the latest products, services and tariffs, and discuss ways to present this information as clearly and imaginatively as possible. I would also present ideas to our main client as well as vendors from companies such as Sony and BlackBerry

- The team was small, the pace of work frenetic. It was important to clearly brief my art editors and freelance sub-editors, from concept stage, through last-minute changes, to iPad edits using GoMobile publishing software; always looking for ways to streamline our process

- I would also meet regularly with partner agencies on through-the-line execution of the "Be More Dog" campaign (VCCP), tone of voice (The Writer) and brand identity (Lambie Nairn). Listening, learning, finding common ground, being adaptable...

- The role also involved developing a six-month content calendar geared to seasonal trends and industry milestones. I interviewed store managers and shop assistants about common customer questions and how the magazine could help them to work more effectively

STORY WORLDWIDE Editor | Content Strategist
www.storyworldwide.com

Feb 2007 > March 2012

- I directed a pan-European content programme for automotive brand Lexus - from concept to launch. This comprised an APA award-winning customer magazine (published in 12 localised editions) and projects across several other channels including e-newsletter, web and social. I managed a bureau of more than 20 writers, planning and commissioning premium lifestyle content, enhancing features with photo essays, playlists and blog diaries, and producing overseas drive stories. I liaised directly with clients and partner agencies, and worked closely with designers and developers in [print](#), on [film](#) and beyond. Other duties included sub-editing all copy, on-page optimisation, managing budgets and schedules for individual projects, conducting digital strategy reviews and acting as a brand guardian for the global programme

- Managing Editor of Medtronic [EUreka](#), an online resource created to nurture the next wave of medical device innovators in Europe. I commissioned features, prepared e-newsletters, optimised articles, managed the Twitter account and planned a blogger outreach programme

- Global Social Editor of Manfrotto, one of the world's leading manufacturers of high-end photographic equipment, for whom I devised a quarterly schedule of content (how-to guides, Buzzfeed-like lists, crowdsourced highlights, star photographer film portraits etc)

- Content Strategist for Humanic, a power shoe retailer in Eastern Europe; duties included conducting a competitor analysis, sourcing stories for an urban, trends-focused audience of 18-30s, planning seasonal style magazine issues and optimising blog content using Google Analytics data

- A few examples of my effectiveness in a six-month period: Lexus UK's email click-throughs increased by at least 3% across several customer segments; Humanic's style blog dwell time increased by 15% following my content recommendations; Twitter follower base for Medtronic's medical device innovation project increased by more than 300%

BROOKLANDS GROUP Editorial Assistant

Feb 2005 > Sept 2006

Now www.streampublishing.net

- I was responsible for writing copy and sourcing images for property listings across several different markets for Channel 4's *A Place in the Sun* magazine (*APITS*)

- I wrote travel [features](#) on topics such as the condo hotel phenomenon and Daley Thompson's training camp in Spain, while also proofing and subbing each bi-monthly issue and building a list of more than 200 international property contacts

- *APITS* was awarded the PPA IPA Magazine of the Year and the Live! Event at London's ExCeL, at which I represented the title, became the UK's most successful overseas property exhibition, attracting more than 13,000 visitors over the three days

STRAIGHT NO CHASER Reviews Editor | Web Editor

April 2004 > Dec 2010

www.straightnochaser.co.uk (ceased publication)

- *Straight No Chaser* magazine was one of the most influential publications in London. After impressing during my internship I swiftly progressed to the role of section editor, managing an international team of more than 20 contributors and [writing](#) numerous reviews about anything from revolutionary sixties' jazz in the US to cutting-edge electronica from Brazil

- After the print magazine fell in 2007 I took control of the Chaser's custom CMS and began to manage the editorial calendar, producing bite-size news, features, interviews and [podcasts](#)

SIX STRENGTHS (See [LinkedIn](#) for more.)

"Always delivering great stories without losing sight of the deeper plot" - **Frederik Anderson, CEO, Vice Scandinavia**

"Tenacious and great with clients" - **Doug Knox, Director, Keel Communications**

"A thorough strategist; his content is always premium, on time and on budget" - **Christophe Meulemans, Communications Manager, Lexus Europe**

"An inspiration to work with ... he presents ideas articulately and engagingly" - **Zoey Cooper, Head of Content and Localisation Specialist, Wordbank**

"Conscientious and creative yet realistic" - **Richard Parker, Head of Strategy, Edge, Australia**

"One of the most committed, passionate and forward-thinking people I have ever worked with" - **Nicola Duffy, Head of Photography, Commercial at Telegraph Media Group**

SKILLS

IT - Highly proficient in several packages (Microsoft Office, Adobe InDesign, Excel, PowerPoint, Photoshop 7, Audacity); familiarity with CMS systems such as WordPress and Squarespace; iPad publishing on GoMobile (from Oppolis); Final Cut 10.0.3; social media monitoring using Hootsuite; Google Analytics measurement; ECDL certified; type speed 45 wpm

LANGUAGES - Conversational French; good understanding of Gujarati; GCSE-level German; currently learning Spanish

INTERESTS AND ACTIVITIES

Arts: I am co-director and producer for [Soul Labels](#), an art house collective that explores sub-culture creativity. We make meaningful experiences through a mix of exhibitions, workshops, sound and design. I chair the panel discussions and interview emerging artists mostly from ethnic minorities

Mentoring: Volunteer at the [Ministry of Stories](#), a non-profit creative learning centre in East London that helps children and young people to develop their writing. [Monster Monologues](#) anyone?

Documentaries: In 2014 I completed my [first short](#), which explores the role of the humble cafe in British society. A tale of conversations and community. Currently pitching a few other ideas

Broadcasting: Reporter for [Ideastap](#), a non-profit arts organisation with more than 130,000 members, and radio host on [Soundcloud](#)

Social enterprise: One big goal is to open a community centre and arts venue for 16-24 year olds in Lewisham. Workshops would cover anything from progressive [journalism](#) to music production and crafts

Sport: Keen gym goer, footballer, squash and tennis regular. I am a team player

Travelling: From India's Golden Triangle to Australia's Outback, I seek adventure in the new and unfamiliar. I have driven across both islands of New Zealand, run my own business in Virginia in the summer of 9/11, played gigs in Japan, Estonia, Latvia and New York, toured Ireland with a bunch of rugby players, witnessed one of Hungary's worst storms in history on a boat with football legend Ferenc Puskas, and eaten my way around Iceland. The journey so far...

REFERENCES (See [LinkedIn](#) for more.)

Paul Alexandrou, Executive Creative Director: +61 (0) 455 998 801; paulalexandrou@gmail.com
(PA managed me for about two years as part of the creative team at Story Worldwide.)

Jim Boulton, Digital Director at [Aesop](#) and Curator of [Digital Archaeology](#): jimboulton@gmail.com
(I worked with Jim at Story Worldwide, where he was Deputy MD. He has since become a client of mine.)

Paul Bradshaw, Publisher, Chaser Publications: +44 (0) 208 800 8982; pb.chaser@googlemail.com
(PB managed me for more than three years while editing Straight No Chaser magazine.)