

# Dan Tester, BA Hons. | 07957 291718 | dan@copymatters.co.uk

## PROFILE:

I have over six years' book editing experience, and 15 as a copywriter. I have edited 71 titles – and written four – plus numerous websites and financial documents. I take pride in my attention to detail and am looking for a fresh challenge.

**EMPLOYMENT:** – Freelance work – October 2005 to present

## **Recent book editing projects**

- *Eibar The Brave: The Extraordinary Rise Of La Liga's Smallest Team*. Edited book and advised first-time author.
- *Begg To Differ*: Autobiography of ex boy-band member Ally Begg, with a foreword from Sir Alex Ferguson.
- *Brighton & Hove On This Day, Edinburgh On This Day, Plymouth On This Day*: commissioned and edited books.

## **Miscellaneous recent projects | (freelance)**

- MAY 2015 to present: Copywriting: aspirational SEO lifestyle articles for Mastercard's 'Priceless' campaign.
- DEC 2015 to present: Keyword (SEO) articles each day on lottery sector for Pop-u-Lotto.
- JULY to OCT 2015: Three-month contract – Hastings Direct. Rebrand of regulated customer correspondence.
- JAN 2015 to JAN 2016: Albion editor, Brighton & Hove Independent. 450-word piece each week, edit four columns.
- MAY/JUNE/DEC 2015: Copywriting: aspirational SEO lifestyle articles for Mastercard's 'Priceless' campaign.
- DEC 2014: Destination articles – on Bermuda – for British Airways.
- NOV 2014: Aspirational activity articles – on London – for Mastercard's 'Priceless' campaign.
- NOV 2014: Wrote 50-page business plan for Stick It On Ltd. Copywriting for British Airways initiative.
- JULY/AUG 2014: Google and web analytics reports for Look Touch Feel, Daventry.
- DEC/JAN 2014: Editing – and guiding author – of *Begg To Differ*. 75,000-word book.
- JAN 2011 to DEC 2014: Wrote (50,000 words), researched and promoted *Brighton & Hove On This Day*.

## **Commissioning Editor | Pitch Publishing | 2007 to present (freelance)**

- Commissioned and edited 50 football books in the *On This Day* and *Miscellany* series.
- Sourced authors and guided them through book-writing process.
- Project managed entire book-writing process. Liaised with typesetters, proofreaders, designers and distributors.

## **Editor (three-month contract) | American Express | May 2013 to July 2013**

- Re-wrote/edited/proofed scores of confidential Customer Experience process documents for Amex partners around the world. Wrote a report-writing style guide for use, globally, across the organisation.

## **Press & PR (part-time) | Albion in the Community (BHAFC's charitable arm) | July 2011-May 2013**

- Press and PR: website editor, press releases, social media, matchday programme, local publications. Co-ordinated press strategy with local and international media. Compiled Football League awards document.
- Arranged local and international media interviews – and built solid relationships with – with MPs, community leaders, local people, footballers, and liaised with photographers, journalists, TV and radio crews. Organised photoshoots.

## **Managing Director | Stripe Publishing | January 2008 to November 2013**

- Founded company. Commissioned and edited 15 books; *The Random Book of...* series and ran company day-to-day.
- Wrote all press ads, marketing literature, web copy, press releases and liaised with typesetters, designers and distributors. Sourced authors and guided them through structured book-writing process.

## **PUBLICATIONS/WEBSITES**

### **EDITOR**

- *Brighton & Hove Independent* (Albion pages)
- *Seagull* (Brighton & Hove Albion programme)
- *Scars & Stripes* (BHAFC fanzine)
- uhlsport website
- comparethefinancialmarkets.com

### **CONTRIBUTOR**

- *Place in the Sun*
- seagulls.co.uk
- *Coinslot*
- Columnist (gadgets & news)
- *Copy Shop News*
- Columnist (new products)
- *New Currents*

## **BOOKS**

### **WRITTEN**

- Brighton & Hove Albion: On This Day (1 & 2)*
- The Random Book of... Michael Brighton & Hove: On This Day*

### **EDITED**

- **53 titles:**  
*On This Day* and *Miscellany* series (Pitch Publishing)
- **15 titles:**  
*The Random Book of...* series
- *We Want Falmer!* (Stripe Publishing)
- *Begg To Differ* (Rudling House)
- *Eibar The Brave*

## **Scott & Jones Communications Brighton | 2001 to present (freelance)**

- Wrote articles and interviewed industry leaders for respected coin-op publication, Coinslot. Website editor.
- Ran press lounge for the ATE exhibition – gambling industry – at Earls Court and looked after journalists from across the globe. Wrote Visitors' Guide to London – 20,000 printed.

## **FULL-TIME AGENCY EMPLOYMENT:**

### **Agency copywriter | Fox Kalomaski, Fitzroy Street, London | April 2002 to November 2003**

- South Pacific Islands travel map for Air New Zealand, featured on *Sunday Times Travel Magazine* front page.
- Successful radio ad and video wall (in-store) series for Kingdom of Leather.
- Initiated 'ate' concept for The Gate, Newcastle. Wrote web copy, brochures and newspaper ads.
- Wrote monthly newsletters for Beales and Allders department stores.
- Strategised Bluewater's re-brand. Web copy, brochures, DLs, newspaper ads.
- Miscellaneous newspaper ads, mailshots and DLs, predominantly for travel and retail sector clients.
- Wrote and edited weekly, humorous, agency staff newsletter.

### **Agency copywriter | Scott & Jones Comms., 20 New Road, Brighton | March 2000 to March 2002**

- Editor of specialist football website for uhlsport. PR for sports and gambling brands.
- Devised new brand identity for handball sports brand in Germany – now bigger than Adidas – Kempa.
- Articles and prominent industry-figure interviews for numerous staff magazines.
- Marketing Executive and Press Officer for Nationwide Conference football league (the fifth tier of the English professional game). Responsible for weekly newsletter. Interviewed managers and high-level staff.

## **KEY SKILLS:**

Commissioning content, long/short web copy, re-writing, book writing and editing, newspaper ads, POS, keyword, straplines, headlines, SEO and condensing heavy copy into a more succinct and readable format.

I have written copy on a wide variety of subjects from horse medication, bespoke wedding dresses, and high-definition televisions to department store newsletters, stock market furniture and high-end recruitment ads. I'm versatile, easy to work with and enjoy my profession immensely.

## **INTERESTS:**

For over 14 years, I have organised – and DJed at – hundreds of music events across the south-east, including a successful club night in Brighton, fundraising nights for Kosovo Landmine Clearance, Radio Reverb, Rocking Horse Appeal, local schools and BHAFc. I co-host the monthly Family Funktunes show – soul, funk, disco, hip hop – on [www.1BrightonFM.co.uk](http://www.1BrightonFM.co.uk), collect vinyl, always have a number of creative writing projects bubbling under, enjoy cycling and most sports, play football, and have had a season ticket at Brighton & Hove Albion for 24 years. I make upcycled furniture out of pallets, and other discarded items I find on the streets of Brighton and Hove, and take a keen interest in architecture, particularly Art Deco. I am passionate about environmental issues.

## **COPYWRITING – CLIENTS**

### **TRAVEL**

- British Airways
- Air Canada
- Air New Zealand
- Direct Line Holidays
- Dnata – Dubai
- Emirates
- Hanover International
- Ready2Invest
- Scandinavian Airlines

### **HOTELS**

- Novotel
- Sofitel
- Hanover International
- Dnata (Dubai)
- Mercure

### **RETAIL**

- Allders
- Beales
- Bluewater
- Euronics
- Kingdom of Leather
- Lakeside

### **MISCELLANEOUS**

- National Blood Service
- New West End Company
- Nickelodeon
- SBFi
- The Gate – Newcastle
- Transport for London
- TUPE (Nuffield Hospitals)
- uhlsport

### **AGENCIES**

- Vivid Lime
- Devour
- dVision Create
- Fox Kalomaski
- MOBAS
- Scott & Jones Communications