

Julian Nicholas Hall

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

Freelance copywriter, journalist and PR: Jun 2002 – present.

I have taken copywriting commissions from clients such as Alzheimer's Research UK, Leitz (including regular newsletters that have placed new products on best seller lists), Pierre Fabre, 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 (I was their first regular comedy critic), The Stage, The Independent on Sunday, The Guardian, BBC Radio 4, TES, 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. Specifically regarding entertainment, I have PR'd acts subsequently nominated for the Edinburgh Comedy Awards and acts who have gone on to appear on *Live at the Apollo* and *The Mash Report*.

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.

High profile projects included the RSC's *The Lion, The Witch and The Wardrobe*.

Diary Correspondent, 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; developing of policy and liaising with lobby groups. Achieved recompense for former Far East Prisoners of War via an All-Party Group.

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. Included within this was a role as Press Officer for the 1997 Winchester by-election, part of team which increased the Lib Dem majority in Winchester from 2 to 21, 556.

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

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

Harlow Tertiary College, Harlow, Essex

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

Mark Hall School, Harlow, Essex

8 GCSE's including Mathematics and English Language