



# JACK DYSON

## WRITER, EDITOR, BRAND DEVELOPER

A highly successful creative with a proven track record of getting to grips with complicated subjects quickly and efficiently, communicating them with clarity, style and precision.

Terrific contacts, plus an outgoing personality, a reliable nature and a calm, confident public manner. I bring enthusiasm and dedication to everything I do.

Experience working with multiple clients on national and international projects, developing brands, working out both what they want and what they need, then delivering it.

Background as a journalist shows ability to communicate and work effectively with people at all levels, to tight deadlines and consistently maintain the very highest production values.

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| 2004 - present<br>Senior copywriter<br>GQ Magazine<br><br>(and, since start-2009,<br>WIRED Magazine) | <ul style="list-style-type: none"><li>• Produce creative concepts for the magazines' advertorials</li><li>• Follow-up with copy in a variety of written styles and formats, from features and celebrity interviews to reviews and fashion</li><li>• Work with both the promotions team and its clients to produce pieces and pitches that mix seamlessly with the editorial content</li><li>• Represented the department at meetings with both prospective and existing clients, both in the UK and internationally</li><li>• Clients range from Blackberry and Diageo to Savile Row tailors</li></ul> |
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| 2005 - 2008<br>The Week<br>City writer/editor | <ul style="list-style-type: none"><li>• Responsible for 'Companies', the first page in the City section, discussing what was happening in the finance world, digesting and explaining the big stories</li><li>• Also filled in as editor for the magazine's sports pages</li><li>• Worked on the City desk, writing weekly share tips, recommending which existing tips were worth following and which not</li><li>• The Week was recently hailed as one of the UK's most memorable brands, even coming ahead of Google.</li></ul> |
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| 2007 - 2008<br>Condé Nast<br>Projects writer | <ul style="list-style-type: none"><li>• Worked on special projects under Albert Read, General Manager of Conde Nast</li><li>• Produced two 'dummy' versions of WIRED to test the editorial concept before the title was green-lit: the first version and the final version</li><li>• Liaised with General Manager, media research department plus US and UK offices to bring project in on time and within budget</li><li>• Wrote, researched, commissioned and edited original articles on a broad range of subjects, from hard science and technology to luxury brands and business</li><li>• Worked with designer and photo editor to produce several variations of magazine and see which version 'floats' best with potential advertisers as well as readers</li></ul> |
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| 2003 - present<br>Rubbish Magazine<br>Co-founder | <ul style="list-style-type: none"><li>• Creation of original concept, from early versions through to present 250+ page book. Rubbish is a high-quality, fashionable and fun, with top-flight contributors</li><li>• Appointed of distributors, designers and contributors</li><li>• Also sponsorship, marketing and press. Rubbish has had extensive coverage</li><li>• Writer and editor on 'Daily Rubbish' which, now in its fifth season, is the official newspaper of London Fashion Week, endorsed by the British Fashion Council</li><li>• Rubbish's contributors include the likes of Thandie Newton, Alain de Botton, Erin O'Connor, Eley Kishimoto, Tom Dixon and more</li></ul> |
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# CV

# JACK DYSON

2007

Escape Studios  
(3D-animation training,  
hardware and software)  
Marketing manager

- Created sound marketing and advertising strategy, communicating company structure and brand values for customers and business partners
- Devised and implemented solid press campaign and set firm foundations for future events, including The Escape Awards
- Outsourced and oversaw, where necessary, designers and event managers.
- Wrote a style guide for all external communications, built contacts with magazines, ran competitions and took care of copywriting and relaunch of brand
- Represented the company at international trade shows and conventions.

2000 - 2005

MoneyWeek  
Editorial staff

- Wrote briefings explaining current issues in financial markets.
- Edited the regular share tips column, news and profiles
- Helped organise and edit roundtable discussions for features.
- Edited supplements on 'Share trading online'

1998-1999

Euromoney Magazine  
Euromoney.com

- After a successful graduate traineeship at Euromoney magazine, I took on the company's flagship site
- Main tasks were generating content; management of news feeds; keeping site development and design up-to-date and profitable; mass emails; plus organising and editing virtual roundtables with leading international financiers
- Much of the groundwork I put in place is still in use on the site today

Other relevant experience

- Freelance writer. Features, supplements and regular style pieces for Spectator Business, The Financial Times, Vogue, The Independent, The Independent on Sunday, GQ (UK and international), Elle, the Reader's Digest (UK and international), The Resident, The London Magazine, Arrivals Magazine and more I cover everything from business, gadgets and gardening to luxury and fashion
- Ghost writer in advertorial supplements for The Economist, The Daily Mail and The Daily Telegraph, and specialist researcher for the BBC and Discovery Channel
- Currently advise companies and individuals on all aspects of profile, from press and PR to marketing. This is done both formally and informally, to help build relationships and contacts.

Education & training

- Dennis Publishing: Advanced sub-editing, section editing, news writing, review writing
- PMA Training: Sub-editing, interviewing, news writing, feature writing
- Euromoney Training: Introduction to financial markets
- Mishcon de Reya: Short libel course (for magazines)
- Bristol University: BA Hons (2.1), Ancient History, grad. 1998
- St Paul's School, London

Key info

- Experienced writer and editor
- Excellent computer skills (Adobe InDesign, InPage, Photoshop, Office etc)
- Interested and capable, great contacts

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