



Mark Sutcliffe

07595 842374 salarmedia@btinternet.com Holmes Mill, Greenacre St, Clitheroe, Lancs BB7 1BE

Profile

A creative, commercially focused writer and editor with a proven track record in magazine and internet publishing and hands-on experience of editing websites, organic SEO, specialist content marketing and social media.

Experience

EDITOR **SALAR MEDIA SERVICES – SEPT 2015 - PRESENT**

Specialist Content marketing – devising press, PR and social media content for local and nationally based clients supplying regular articles published in *Country Living*, *Countryfile*, *LandScape* and *Country Walking*.

EDITOR **COUNTRY WALKING JAN 2013 - SEPT 2015**

Headhunted by Bauer Media to edit this market-leading outdoor title. Heading up an editorial team of five, I redesigned the magazine, launched a digital edition and trebled the magazine's social media reach. I stemmed repeated year-on-year circulation declines and grew market share for first time in five years. Launched the high-profile **#walk1000miles** social media campaign.

PUBLISHING EDITOR **LAKELAND WALKER JAN 2010 - JAN 2013**

Purchased a niche bi-monthly walking magazine and relaunched it together with a brand new website and maximized its social media presence to reach a new subscriber audience. Sold on to a larger publisher where the title continues to prosper.

FREELANCE **EDITOR AND WRITER NOV 2008 - JAN 2013**

Extensive project work with Haymarket Network to deliver internet-based internal communications and PR for Volkswagen Group UK. Freelance PR and copywriting.

MANAGING EDITOR **WHICH CARAVAN/MOTORCARAVAN MAY 2005 - NOV 2008**

Led an in-house editorial team of six plus freelance contributors to profitably publish three niche monthly consumer titles. Built a directory of campsites and recruited to grow it into a £750k turnover business. Launched Go Caravan magazine.

EDITOR **EMAP PLC FEB 1995 - APRIL 2005**

Held a variety of editorial positions on national consumer magazines and B2B titles and websites. Writing, editing and commissioning news, features and analysis articles for various publications including *Fleet News* and *Angling Times*.

JOURNALIST **UNITED PROVINCIAL NEWSPAPERS FEB 1991 - FEB 1995**

Gained professional NCTJ qualifications while working on bi-weekly and daily regional newspapers in Burnley and Blackpool. Set up a new district office and established a new edition of the newspaper. Launched a successful weekly motoring supplement.

Education

STRADBROKE COLLEGE, SHEFFIELD 1991 - 1992

National Council for the Training of Journalists: Certificate of Proficiency

UNIVERSITY OF LONDON 1987 - 1990

History BA (Hon)

CLITHEROE ROYAL GRAMMAR SCHOOL 1980 - 87

A-Levels: History, General Studies, Politics, German.

O-Levels: English Literature, English Language, Maths, Physics,
Chemistry, Biology, History, French, German

Skills

Editing, sub-editing, commissioning, feature and news writing

Digital photography

Picture research

Location photography

Studio photo-shoots

Commercial copywriting

SEO copywriting

Email newsletters

Social Media

Adobe InDesign

Adobe Photoshop

Extensive experience of website content management systems:

Wordpress CMS, Wix, Joomla.

Basic video editing (Final Cut X, iMovie)

References

Nicholas Rudd Jones

nicholas@bestlocalliving.com

Samantha Fitz-Gibbon

samantha.fitzgibbon@bauermedia.co.uk