

Christopher Cragg

Writer and Copywriter

Email: cragg.christopher@gmail.com

Number: (647) 706-4732

Skype: christopher.cragg

Location: Toronto

Hello! My name's Chris and I am an accomplished writer and ambitious creative. I have a passion for story-telling and tea-making and with nine years' experience in content development and copywriting across a range of consumer, trade and licensed media, I am looking to continue my work producing copy for big brands and telling their stories.

SKILLS

Editing and copywriting; news, feature, script and SEO writing // Proofing and subbing // Content management // Experienced user of CMS, Adobe Creative Suite, basic HTML experience, and proficient in online community management and client management // Live blogging // Picture research // Fact checking // Interviewing // Covermount sourcing // Event management // List-making.

CAREER

Freelance

Copywriter & sub-editor 07/2012 - present

I create and edit content for various agencies, publishers and brands, specialising in luxury, travel, health & fitness, medical and entertainment. Past clients include Veuve Clicquot, Dom Perignon, National Geographic, IBC, Egmont and Immediate Media. Recent clients include:

- **Nike**
Copywriter 02/2016 - 08/2016
- **The Lady Magazine**
Sub-editor 11/2015 - 12/2015
- **The Net-a-Porter group (net-a-porter.com)**
Sub-editor 10/2015 - 11/2015
- **The MindGym**
Proofreader 09/2015 - 09/2015
- **Nike**
Copywriter 08/2015 - 09/2015
- **The Net-a-Porter group (net-a-porter.com)**
Sub-editor 07/2015 - 08/2015
- **The Net-a-Porter group (mrporter.com)**
Product sub-editor 03/2015 - 06/2015
- **Nike**
Copywriter 03/2015 - 03/2015
- **The Net-a-Porter group (net-a-porter.com)**
Proofreader 02/2015 - 02/2015
- **Havas Lynx**
Content Editor 01/2015 - 02/2015
- **Liberty of London**
Copywriter 01/2015 - 01/2015

DDA PR

Freelance publicist 01/2013 – 09/2013

Assisted with social media coverage and campaigns for G.I Joe: Retaliation, Red Dawn, Keith Allen's Vinyl, the 2013 First Light Awards and Man of Steel.

National Geographic

Content Editor 06/2011 – 04/2012

Managed a small team planning and producing all editorial content for National Geographic Kids Online, simultaneously launching and managing the NGK online community (10k Twitter followers, 30k Facebook likes and rising YouTube subscriptions.) I also regularly created copy for online and print campaigns for brands such as Warner Brothers, Disney, Adidas, Anheuser-Busch and Hasbro.

Features Writer 05/2010 – 04/2012

Created editorial features for National Geographic Kids Magazine and worked closely with the marketing department creating copy for in-house campaigns and paid activity. Also regularly attended press events, interviews, junkets and trips to secure coverage for both the magazine and online whilst liaising with our marketing department on possible paid activity packages across all platforms.

National Television Awards

Content Editor 09/2010 – 02/2011

Lead a small team to launch the 2011 National Television Award's entertainment news blog and social media presence across Twitter, Facebook and YouTube in the lead up to the awards, with the main goal being to promote ticket sales and viewing figures for the awards through social media activity and dialogue across all popular platforms.

Games2c.com

Content Manager 08/2009 – 05/2010

Planned and produced all content for Games2c.com, a video and news aggregation site for third party clients in the video games industry. Focus was on the sharing of video content and producing SEO news stories about the games industry. Worked with the development team on a regular basis to produce and launch tailored video (weekly shows) and web content (micro-sites etc) for clients such as SKY, MSN Tech & Gadgets, NUTS, Microsoft Windows US and UK, the Daily Telegraph and MyMovies amongst others.

AWARDS AND ACHIEVEMENTS

Managed the UK coverage of the 2011 Let's Jump Campaign in partnership with Michelle Obama and The White House.

2011 Parents' Choice Silver Award Winner for National Geographic Kids.

Assisted with the creation, organisation and successful completion of the 2011 National Geographic Young Adventurer Of The Year Awards presented by Ben Fogle.

Launched the 2011 National Television Award's entertainment news blog and social media presence across Twitter, (35k followers) Facebook (17k page likes) and YouTube (1500+ subscribers) in the lead up to the awards.

Nominated for 2010 Parents' Choice Award: Website for National Geographic Kids

2010 Webby Award Winner: Youth Website for National Geographic Kids

Played a key role in the acquisition of MSN Games UK, and Sky Games as clients for MyMovies.net and Games2c.com by writing, and producing a fortnightly industry news show which was presented to them as part of the successful pitch.

PREVIOUS EXPERIENCE

KRAZE Club Magazine
Features Editor
03/2008 – 12/2008

RRP Magazine
Features Writer
05/2007 – 02/2008

Titan Publishing
Covermount Marketing Manager
11/2005 – 04/2007

EDUCATION

Plymouth University
BA Hons (2:1) English
2001 – 2005

The Deanes School, Essex
GCSEs: Nine subjects, grades A-C
1994 – 1999

OTHER STUFF

Travel
Lived and worked in Toronto, Canada
10/2013 – 11/2014

Thailand, Laos, Vietnam, Cambodia, Malaysia, Singapore, Australia, New Zealand, Fiji, USA
01/2009 – 08/2009

REFERENCES

References are available upon request

WORK SAMPLES

My online portfolio is available at christophercragg.com