



Daniel Bettridge

EDITOR, PR, COPYWRITER, AUTHOR

Experienced leader with proven ability to deliver high level content and communications.



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07311637192



Manchester

SKILLS

- Copywriting
- Editing
- Content Marketing
- SEO
- Communications
- Strategy
- Social Media
- PR
- Digital Marketing
- Presenting
- Media Relations
- Leadership
- Creative

EXPERIENCE

FOUNDER / CONTENT CONSULTANT

Blank Slate Content

12/2017 - Present

Manchester, UK

I have built a successful freelance business working with clients across a range of sectors in both B2B and B2C. Alongside internationally-recognised brands such as Virgin, T-Mobile, Orkin and the Canada Games, I regularly work with PR and digital agencies as an extension of their in-house teams.

Skills demonstrated

- Generated creative content including Thought Leadership, blogs, whitepapers, web copy and press releases.
- Demonstrated ability to manage clients and work with a variety of stakeholders across multiple organisations.
- Operated a successful business on the back of high calibre client work and exceptional relationship management.
- Managed a team of contractors and freelancers to work on a range of project types including websites, social media, content marketing, PR, communications, and marketing.

SENIOR COMMUNICATIONS MANAGER (contract)

Greater Vancouver Board of Trade

09/2020 - 03/2021

Vancouver, Canada

I managed all aspects of communication for one of Canada's most influential business associations. During a challenging period, I was able to transform the organisation's output and rapidly develop a core team of staff.

Achievements/Tasks

- Oversaw all aspects of communication and developed new channels to engage with stakeholders throughout the pandemic.
- Successfully navigated a period of transition away from in-person events towards remote content.
- Managed all aspects of media outreach and content production.
- Oversaw the professional development of a core team of staff.

CITY EDITOR

Daily Hive

10/2015 - 12/2017

Vancouver, Canada

I oversaw the strategic direction and implementation of editorial content across all sections of one of Canada's biggest digital media outlets.

Skills demonstrated

- Spearheaded successful nationwide expansion.
- Shaped the editorial offering for a site that receives 10 million pageviews per month.
- Led a roster of in-house staff and external contributors. Provided training / mentorship and drove development to increase standards across the organisation.
- Planned and maintained editorial calendars, oversaw budgets and managed relationships with partners.
- Day-to-day management and direction for one of the most engaged Facebook pages in Western Canada.

MANAGER SOCIAL MEDIA & CONTENT

Vancouver Whitecaps FC

09/2014 - 10/2015

Vancouver, Canada

I was responsible for the management of social media and website content for one of Vancouver's premier sports teams.

Skills Demonstrated

- Added more than 100k followers to the club's Twitter following, whilst increasing year-on-year engagement by 50%
- Planned and implemented club-wide content / social media strategy (written, video and digital) to generate record-breaking web traffic and the longest time on site in all of Major League Soccer.
- Increased engagement across all platforms, implementing campaigns that engaged fans, communicated core brand values and developed sales leads.
- Planned and executed the social media and content strategy for the launch of a new professional team, WFC2.

EXPERIENCE

AUTHOR

The Travel Guide to Westeros / A to Z of Stranger Things / Gin of Thrones

05/2015 - 12/2017

Building on existing writing experience I have secured deals with multiple publishers to write and produce Amazon best-selling books.

Achievements/Tasks

- My books have been successfully translated and sold in international markets across the globe.
- Demonstrated ability to develop and pitch creative concepts.

FREELANCE JOURNALIST

The Guardian, BBC, The Atlantic, The Independent, The Times, The Daily Telegraph, The Evening Standard, The Week, Radio Times, MSN, Yahoo, New York Magazine

01/2007 - 12/2017

For more than a decade I built my reputation as a leading commentator, regularly producing content for audiences at online and print outlets in the UK, Canada and the US.

Skills demonstrated

- Working as a freelancer my livelihood depended on my ability to regularly develop creative content ideas, while working to pre-determined briefs and tight deadlines.
- I have a track record of producing print-ready content, to the highest standards demanded by prestigious media outlets.
- Online production. Used to working with CMS, blogging platforms and photo editing software.
- Demonstrated ability to build strong ongoing relationships with media outlets.

ACCOUNT DIRECTOR

Blue Rocket Group

03/2005 - 01/2010

Brighton, UK

I was previously in charge of the strategic development and management of a range of clients at a fast-growing UK PR and marketing company. As an account director, I was responsible for building close relationships with clients and leading a team of both in-house staff and external freelancers.

Achievements/Tasks

- This role involved day-to-day management of all client accounts. I was also responsible for budgets and staffing for an entire division of the company.
- I oversaw all media outreach and led on campaigns across national, regional and sector-specific press.
- I was also integral to the new business process - developing PR proposals, leading pitches and sourcing leads to grow the agency.

EDUCATION

MA Film Studies (Merit)

University of Sussex, UK

09/2004 - 09/2005

BA English And American Literature/Film Studies (2:1)

University of Kent, UK

09/2001 - 09/2004