

JOE GEESIN

LOCATION
CONTACT
WEBSITE

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PERSONAL PROFILE

Experienced in freelance writing and PR with a 20 year background in the music industry, with work published by New Scientist, Record Collector and Kerrang! and commissioned by major record labels. Key interviews include those with DJ John Peel and actor Christopher Lee. These skills are augmented by six years' experience in public sector advertising and marketing.

With an Environmental Management degree and good working knowledge of the environmental sector, there is a strong passion for education and science which has led to teaching experience gained voluntarily in various secondary and primary schools as well as agency support work.

SKILLS

- IT literate in Macintosh and Windows.
- MS Office, Adobe Photoshop, Quark Xpress and Dreamweaver, C++ programming to C&G III.
- Research, writing and sub-editing for various subjects.
- Communication (written and oral) and presentation.
- Teaching and coaching (in the classroom, office and rugby field).

CAREER HISTORY

December 2009 – September 2010: Rayat London College – Student Co-ordinator.

- Implementation of new administrative systems (including CMS) and security procedures.
- Management of student records, attendance, enrolment and examinations.
- Dealing with student enquiries in person and by phone.
- Preparation for BAC and UKBA inspections.
- Covering for reception and invigilation duties as required.
- Training other staff members.

1992 – to date: Freelance PR and journalism within music industry.

- PR work, including writing press releases and developing and follow up of promotional and media campaigns, including for Republic Media.
- Journalist, writing and research for Record Collector magazine, www.getreadytorock.com, and record companies including Universal / Sanctuary
- Work also published in New Scientist, Classic Rock, Blues Matters and Kerrang!
- 100 published interviews including actor Christopher Lee, DJ John Peel, Iron Maiden and Status Quo.
- 180 features/articles/news items, 3100 reviews, and compilation / annotation of 90 CD releases.
- Fanclub editor and PR for Cozy Powell, Nazareth and Paul Samson (1991 – 2002).

January 2001 – March 2007: Middlesex University - Advertising Officer.

- Responsible for management and compliance of £250k media spend annually across print, outdoor and online advertising.
- Management of media agency, campaign planning and advertising buying.
- Monthly presentation of campaign evaluation and compliance rates to internal clients.
- Monitoring of budget spends on behalf of internal clients, ensuring consistent value.
- Site visits to monitor outdoor advertising and updating University websites.

February 2000 – August 2000: Record Collector Magazine - Assistant Editor.

- Compilation of the Rare Record Price Guide 2002.
- Responsible for managing the role of freelancers to update the book, researching new sources, contacts, online, dealers, fanclubs and record labels for specialist areas.
- Editorial support for the magazine, including feature writing, undertaking artist interviews and discography compilation.

EDUCATION / QUALIFICATIONS

1998 **North East Surrey College of Technology**
2:1 (Hons) BSc. Environmental Management

- Environmental Law (including Environmental Protection Act)
- Waste Management (including policy and chemistry of recycling, landfill and incineration)
- Pollution, Toxicology, Environmental Physiology
- Food, Health / Safety, Biotechnology
- **Dissertation / Project: Heavy Metal Soil Contamination & Bioaccumulation**
Zinc, Iron, Cadmium, Lead soil concentration through waste incineration and levels in indigenous nettles.
- **Research work for Dr Joan Farrer on Environmental issues**
Contact with colleges running environmental courses.
- **Workshop on recycling given to local primary school**
Interactive work with 10/11 year olds, including demonstration on sorting recyclable materials.
- **Work Placement: East Sussex County Council**
Implementation of recycling credits scheme, with leaflet / map design for household waste sites.
Project - monitoring landfill leachate.

2011 **www.teflexpress.co.uk**
Merit – TEFL 120 Advanced Certificate (Level 6 Certificate TESOL)

- Classroom Management
- Coursebook Language and Professional English
- Resource Management
- Teaching and Assessment
- Teaching For Specific Purposes and One-to-One

1987 **Heathfield School and Community College**

'A' Level Chemistry (B), Physics (C), Maths (C)
'O' Level 8 grade A-C, including English

INTERESTS

- Science, including metallurgy and environmental science.
- Music – collecting and ongoing freelance research, writing and journalism.
- Rugby – playing, specialist positional coaching.
- Reading.

REFERENCES

- Professional and personal, available on request.

CLIENT LIST

- Republic Medic PR
- Record Collector Magazine
- Kerrang!
- Classic Rock Magazine
- Blues Matters Magazine
- www.getreadytorock.com
- Ron Geesin
- Record labels Angel Air, Snapper, Captain Oi!, Majestic Rock, Cherry Red, Union Square
- Nazareth
- Cozy Powell
- Paul Samson
- Rodney Matthews
- Sanctuary / Universal
- With Guitars