

JOE GEESIN

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PERSONAL PROFILE

Experienced in freelance writing and PR with a 15 year background in the music industry, I have had work published by Record Collector and Kerrang! and commissioned by major record labels including Universal and Sanctuary. Key interviews include those with John Peel and Christopher Lee. These skills and contacts are augmented by six years' experience in public sector advertising and marketing. With an Environmental Management degree I also have a good working knowledge of the environmental sector, with work published in New Scientist magazine.

CAREER HISTORY

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.
- Journalist, writing and research for Record Collector magazine, www.getreadytorock.com and record companies that include Universal, Sanctuary, Angel Air and Cherry Red.
- Work also published in New Scientist, Classic Rock and Kerrang!
- 40 published interviews (including John Peel, Christopher Lee, Deep Purple, Thin Lizzy, Whitesnake, Saxon, Black Sabbath and Marillion).
- 80 features, 1750 reviews, and compilation and annotation of over 50 CD releases.
- Fanclub editor for Cozy Powell, Nazareth and Paul Samson (1992 – 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, including monitoring rates paid to ensure consistent value.
- Monthly presentation of campaign evaluation and compliance rates to internal clients.
- Monitoring of budget spends on behalf of internal clients.
- Site visits to monitor outdoor advertising.
- Translation of marketing briefs into implementable media briefs.
- Updating University websites.

February 2000 – August 2000: Record Collector Magazine.

- Assistant Editor for the Rare Record Price Guide 2002.
- Responsible for managing the role of freelancers to update the book.
- Researched new sources, contacts, fanclubs and record labels for specialist areas.
- Other research, including picture research, online research and visiting dealers.
- Editorial support for the magazine, including features, interviews and discography compilation.

EDUCATION / QUALIFICATIONS

North East Surrey College of Technology (September 1996 – July 1998) **2:1 (Hons) BSc. Environmental Management**

- Environmental Law (including Environmental Protection Act)
- Waste Management / Monitoring (including recycling, landfill, incineration and their chemistry)
- Pollution and Toxicology
- Food, Health / Safety
- Environmental Physiology and Biotechnology
- **Dissertation / Project: Heavy Metal Soil Contamination & Bioaccumulation**
Zinc, Iron, Cadmium and Lead concentration through incineration of waste, soil mobility and respective bioaccumulation in indigenous nettles.
- **Research work for Dr Joan Farrer on Environmental issues**
Contact of colleges with environmental courses.
- **Workshop on recycling given to local primary school**
Interactive work with 10/11 year olds, with demonstration on sorting for recycling, with positive feedback from parents, teachers and children.
- **Work Placement: East Sussex County Council**
Successful implementation of recycling credits scheme; liaison with borough councils, monitoring of landfill leachate.

Heathfield School and Community College

'A' Level	Chemistry B	8 'O' Levels, including English
	Physics C	
	Maths C	

SKILLS

- IT literate in Macintosh and Windows. MS Office, Adobe Photoshop, Quark Xpress and Dreamweaver. C++ programming to C&G III level.
- Research, writing and sub-editing for various subjects.
- Presentation and written communications.

INTERESTS

- Science, including metallurgy and environmental science.
- Music – including ongoing freelance work.
- Rugby – playing, specialist positional coaching.
- Cooking.
- Reading.

REFERENCES

- Available on request.

CLIENT LIST

- Republic Medic PR
- Record Collector Magazine
- Kerrang!
- Universal
- Angel Air
- Snapper
- Captain Oi!
- Sanctuary
- Majestic Rock
- Cherry Red
- Snapper
- Nazareth
- Cozy Powell
- Paul Samson
- Rodney Matthews
- Ron Geesin