

Jon Stacey

phone: +44 (0)1865 765519
email: jon@thewriteeffect.co.uk
web: www.thewriteeffect.co.uk

Curriculum Vitae

May 2005 – present

Freelance copywriting and marketing consultant, Oxford, UK:

- Project management of subscriptions marketing material for *Rail Business Intelligence* newsletter and *Railway Gazette International* magazine for Reed Business Information
- Copywriting, concepting and editing of marketing materials and websites for a wide range of sectors, including recruitment, health, charities, B2B and FMCG

May 2003 – May 2005

Freelance marketing consultant and translator, Brussels, Belgium:

- Design and copywriting of subscriptions marketing material for *The Bulletin* magazine
- French-to-English translation for a number of lifestyle, health and tourism websites

September 2001 – May 2003

Backpacking around the world

September 1998 - September 2001

Marketing Manager, EMEA at OAG (part of Reed Elsevier group), Dunstable, UK:

- management of all aspects of marketing for a range of *Official Airline Guide* business travel management tools (software and printed publications)
- budget control and responsibility for forecasting and management reporting
- online and traditional direct marketing (mailings, inserts and off-the-page advertisements)
- lead generation for enterprise sales teams
- use of in-house and external databases
- direct mail promotions in English and a number of foreign languages
- liaison with a network of overseas sales offices and agents for local promotional activities
- co-ordination of post-promotion fulfilment and customer services
- editing and distribution of a fortnightly customer email newsletter

Notable achievements

- Reduction in acquisition cost per new customer
- Development of online promotions
- Improvement in data quality of in-house database
- Centralisation of marketing management for the region
- Introduction of improved analysis and reporting tools

August 1993 - September 1998

Subscriptions Marketing Manager at Reed Business Information (part of Reed Elsevier group), Sutton, UK:

- management of all aspects of subscriptions marketing for a range of Reed Business Information business magazines and ancillary products, such as directories, newsletters and online services
- development of an online catalogue for all publications
- involvement in several new product launches (magazines, newsletters and websites)

January 1990 - August 1993

Creative Executive/Brand Executive at Consumers' Association, London, UK:

- planning and implementation of subscription marketing activity for *Which?* magazine, *Which? way to Health* magazine and *Which?* books

September 1988 - September 1989

Business analyst at Infomat Ltd, Newbury, UK:

- producing English-language abstracts and translations from foreign sources for an information services company

July 1986 - July 1987

Year out as part of university course

Sales & Marketing Assistant at Crest Hotels, Brussels, Belgium, and Frankfurt, Germany:

- translation and copywriting for hotel brochures
- liaison with sales offices and hotels throughout Europe for marketing promotions

Educational Qualifications

1984 - 1988: University of Exeter
B.A. in Modern Languages (French & German), class II(ii)

1977 - 1984: Magdalen College School, Oxford
9 'O' levels and 3 'A' levels: French, German and Geography

Additional Information

Computing skills: Microsoft Word, Excel, PowerPoint, Access and Internet Explorer

Driving: Clean, current European driving licence

Leisure interests: Football, cycling, hiking, kayaking, travel, reading, listening to music