

## Curriculum Vitae

Name: Jon Stacey  
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Website: www.thewriteeffect.co.uk  
Date of Birth: 14<sup>th</sup> March 1966

## Work Experience

### May 2005 – present

Joint Managing Director, The Write Effect, Oxford, UK:

- Copywriting, editing and proofreading for websites and printed materials for a wide range of clients, including B2B, publishing, sexual and reproductive health, and international development organisations such as:
  - Eurasian Harm Reduction Network, EuroNGOs, Extractive Industries Transparency Initiative (EITI), Global Fund, Institute of Development Studies (IDS), International Planned Parenthood Federation (IPPF), KIT – Royal Tropical Institute, Oxfam, UNAIDS, UNDP, University of Ghent, Women in Development Europe (WIDE), World Health Organization

### 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 after taking voluntary redundancy when OAG was sold

### 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) throughout the region
- budget control and responsibility for forecasting and management reporting
- online and traditional direct marketing (mailings, inserts and off-the-page ads)
- lead generation for sales teams
- direct mail promotions in English and a number of foreign languages
- liaison with 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

### 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**

Nationality: British

Language skills: English mother tongue, excellent French, good German, basic Dutch, Italian and Spanish

Computing skills: Microsoft Word, Excel, PowerPoint and Access

Driving: Clean, current European driving licence

Leisure interests: Football, cycling, hiking, travel, reading, listening to music; volunteering for Orinoco ([www.oxorinoco.org](http://www.oxorinoco.org)) – a charity that promotes the creative re-use of unwanted or scrap materials

References available on request