

JOSH RUSSELL



Experienced journalist with a passion for novel approaches to business, technological innovation and social comment.

Educated to the highest standard, I have an excellent grasp of written English and am perfectly at home handling packages like Photoshop and InDesign. On top of this, I have a good knowledge of the ins-and-outs of SEO and content management.

Having worked with countless high-growth enterprises, I also have strong ties to the start-up community, with connections to accelerators, VCs and tech brands alike.



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EXPERIENCE

FEATURES WRITER ELITE BUSINESS

2012 - now

Brought in to build the profile of a start-up and create a recognised national brand. Formed close connections in the entrepreneurial ecosystem with tech start-ups, VCs, PRs and high-profile creative agencies. Ensured we represent emerging innovations and new and effective business practices. Met tight deadlines and long hours with energy.

FEATURES WRITER IP1

2010 - 2012

Acted as senior member of editorial team, engaging in production discussions and providing quality control for content. Played key part in guiding transition from volunteer-focused training publication to commercial magazine. Built professional contacts in local area, initiating relationships with local institutions.

ASSISTANT MANAGER EVOLUTION

2011 - 2012

Role as assistant manager of a commercial store selling ethical goods and raising money for charity. Engaged in management meetings to apply best practice in store to boost revenues whilst providing an environment for others to grow and develop. Attended national meetings to discuss new ideas and how we could improve the contribution our stores made.



QUALIFICATIONS

UNIVERSITY OF LEEDS

BA CREATIVE WRITING FIRST CLASS HONOURS

LONDON COLLEGE OF COMMUNICATIONS

COPYEDITING PROFESSIONAL QUALIFICATION



SKILLS

WRITING

HTML

SEO

SOCIAL MEDIA

CONTENT MANAGEMENT

INDESIGN

PHOTOSHOP





ACHIEVEMENTS

Managed content and copy for the **ELITE BUSINESS NATIONAL CONFERENCE & EXHIBITION**, featuring high-profile speakers including **KARREN BRADY** and **LORD DIGBY JONES**

Feature 'Those who can, tech' has drawn **20% MORE TRAFFIC** than any other content at Elite Business

Attended launch of government scheme **GROWTH VOUCHERS** presented by **ENTERPRISE NATION** and **LORD YOUNG**

Judged **DIGITAL BUSINESS OF THE YEAR** at the **NATIONAL BUSINESS AWARDS 2013**

Interviewed a range of **FOUNDERS, INNOVATORS, ACADEMICS AND INDUSTRY LEADERS** around the world to broaden Elite Business's profile

HEADHUNTED to join start-up Elite Business as **LEAD FEATURES WRITER**

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BRANDS INTERVIEWED

TELEFONICA O2
SKYPE
NET PROMOTER
NOMINET
JUST GIVING
GROUPON
CROWDCUBE
MIND

DELL
BIG ISSUE INVEST
WIX.COM
THALMIC LABS
BIONYM
UNRULY MEDIA
B-REEL
RASPBERRY PI



REFERENCES

HANNAH PREVETT
EDITOR - ELITE BUSINESS

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HOWARD FREEMAN
FORMER EDITOR - IP1

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