

# Maxine Perella | Curriculum Vitae

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## Profile

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I have 20 year's experience of working as an editor and journalist in B2B publishing, across both print and digital media. I specialise in environmental journalism as that is where my passion lies. My work has appeared on numerous respected online media platforms including The Guardian, The Times, Sustainable Brands, edie, Sustainable Business, 2degrees and CNN. I have also chaired many high profile events and advised government representatives and business leaders on issues such as the circular economy, resource scarcity and the zero waste agenda.

In 2014, after living in London for several years, I relocated to Scotland – a country I have always loved and admired – to embark on a freelance career.

## Career Highlights

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- Masterminded the Resource Revolution – [www.resourcerevolution.net](http://www.resourcerevolution.net) – an extensive multi-media campaign aimed at businesses operating within the sustainability sector. Key outputs included authoring two White Papers, conducting a series of televised interviews and launching a high profile awards ceremony. Commercially, it has proved highly successful.
- Televised appearance on a CNN documentary talking about supermarket food waste
- Advised senior policy makers, business leaders and BBC researchers on sustainability issues
- Chaired conference theatres and sat on steering groups for various events including Sustainability Live, Sustainability Leaders Forum and RWM
- Listed in Press Gazette's Top 50 environmental journalists and selected for an interview profile (Feb 11)
- Listed in Resource Magazine's Top 100 Leading Lights in waste/resource management field for the past three years (top 30 ranking, including highest ranked journalist)
- Listed in Ecobuild's Top 100 twitter sustainable influencers (Dec 12)
- Winner of Faversham House's 2011 Editorial Achievement Award

## Career History

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Jan 14 – Present

### **FREELANCE**

Writing for a number of environmental media channels and publications including The Guardian, The Times, Sustainable Brands, Sustainable Business, edie.net, Resource, Retail Environment, Materials Recycling World, Recycling & Waste World, and Be Waste Wise. I also undertake research, analysis and copywriting assignments for leading brands across business and industry.

Sept 11 – Jan 14

**EDITOR: WASTE & RESOURCE EFFICIENCY, edie.net** @ Faversham House, East Grinstead.  
Europe's largest online environmental website for sustainability professionals.

Nov 05 – Sept 11

**EDITOR, Local Authority Waste & Recycling** @ Faversham House, East Grinstead.  
Monthly title covering the municipal waste market for environmental professionals.

Dec 01 – Sept 05

**EDITOR, Primary Care Report** @ Medicom Group, Hampton Court.  
Fortnightly title looking at the implications of health care policy for UK primary care organisations.

Mar 98 – Dec 01

**FEATURES EDITOR, British Baker** @ Quantum Business Media, Croydon.  
Leading weekly title for the baking, snack food and confectionery industries.

Jun 97 – Mar 98

**DEPUTY EDITOR, Security Gazette** @ Quantum Business Media, Croydon.  
Monthly title covering security and crime prevention for commercial businesses.

May 94 – Jun 97

**ASSISTANT EDITOR, Quality Today** @ Nexus Media, Swanley.  
Monthly title for quality control in manufacturing industries.

## Training & Skills

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- Editorial Content Strategy & Generation, Commissioning & Writing Copy, Investigative Journalism, Research & Analysis, Report Writing, Video & Podcast Broadcasting, Event Chairing & Speaking, PC & Mac Desktop Publishing including Page Design & Layout

*References and rates available on request*