

# Rachel Escott

## Writer and Copywriter

With articles, local authority newspapers and magazines to my name, plus copy for in-house and publicity brochures, I work as a freelance journalist and copywriter, and produce PR and marketing materials for clients. My talents can be adapted to the appropriate medium and reader. Sectors of particular experience include arts, education, museums and galleries, travel, events, tourism, development charities and creative enterprises.

### Published articles

**Revelation, online magazine** Review of *Zero Degrees* performance, Winter 2007/08

**Revelation,** Review of *Cast No Shadow* performance, Winter 2007/08

**Roundtable Review, online magazine** Review of *Pop Art Portraits* exhibition, November/December 2007

**The Times (Saturday travel section)** *Cycling with the Cyber Guide in Italy*, September 2007  
**Cycle Traveller's Tale** review of cycling trip in Umbria, Italy, August/September 2007

**Revelation,** Review of *Double Acts* exhibition, May/June 2007

**Roundtable Review,** Review of *Lee Friedlander* exhibition, May/June 2007

**Roundtable Review,** Review of *Ojos de Brujo* concert, March/April 2007

**Roundtable Review,** Review of *Stop the Clock: Writers Perceptions of Time* event, April/May 2006

**LivingWell Life** *Get on Yer Bike* French cycling holiday article, September 2005

### Copywriting projects

**Tuscan Style,** June 2007

**English Heritage,** June 2006-February 2007

**Arts Council England, London,** April 2006

**International Save the Children Alliance,** October-December 2005

**Friends of Coram's Fields,** June 2005

### Fiction writing

I have completed a first novel and am preparing a collection of short stories, two of which were published by The Roundtable Review, January 2008, as their 'featured writer'.

## Related professional experience

- Creative Sector Communications** April 2005 - ongoing  
In 2005 I formed PM&M Consulting Solutions Ltd to bring my marketing and communications skills to benefit a wide range of clients in the cultural and creative sector across the UK.
- Tate Gallery** March 2002-February 2005  
Marketing Manager, Education. Devise and deliver marketing strategies for the education strands.
- Investors Chronicle** March-September 2001  
Marketing Consultant. Marketing for FT Business private investor exhibitions.
- Slendertone UK Ltd** February-August 1999  
Marketing Consultant: Marketing for award-winning direct response marketing team.
- Coin Street Community Builders** June 1995-May 1996  
Promotions and Marketing Manager: For Oxo Tower Wharf and Gabriel's Wharf.
- Darlington Borough Council** August 1990-June 1995  
Senior Tourism Officer: Sector development, business advice and marketing.
- Southampton City Council** February 1987-August 1989  
Assistant Public Relations Officer: PR campaigns, civic hospitality, press releases, journalism.

## Skills offered

### Public Relations

- Write press releases and editorial, including website
- Edit and subedit newsletters, including email
- Radio and TV interview skills

### Print and Media

- Production of promotional literature, including copy-writing, design brief, editing and proofing, liaising with design and print agencies
- Manage mailing house contracts
- Print media buying
- Brief photographic commissions, select promotional images

## Formation

- May 2007, Autobiography into Fiction with novelist and poet Caroline Natzler, City Lit.  
Member of the Royal Society of Literature.  
March 2006, SpitLit course with Kadija (George) Sesay.  
January 2005, Travel Journalism course with travel writer and editor Susan Grossman, City Lit.  
January 2005, Freelance Journalism course with journalist and editor Anne Woodham, City Lit.

## Education

- 1989-1990, University of Strathclyde  
MSc. in Tourism including development, marketing, international and sustainability issues.
- 1982-1986, University of Southampton  
BA (Hons) in French (2.1)

## Languages

Fluent French (degree level); Good Spanish (DELE Inicial)

## Interests

Contemporary art and applied arts; reading; dance, theatre, cinema attendance; swimming, cycling, walking; canoeing; travel.

## Personal

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|-----------------|------------------------|------------|---|
| Date of Birth:  | 12 April 1963          | Telephone: | 020 7242 5373                                     |
| Age:            | 47                     | Mobile:    | 07752 900 950                                     |
| Nationality:    | British                | Address:   | Flat 6, 58 Lambs Conduit Street, London, WC1N 3LW |
| Marital Status: | Married, no children   | Email:     | info@rachelescott.co.uk                           |
| Website:        | www.rachelescott.co.uk |            |   |