

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

Cross Rail Art Programme, August 2011

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 *Growing from Blind* and am preparing a collection of short stories, two of which were published by *The Roundtable Review*, January 2008, as their 'featured writer'. I have started a second novel.

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.

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

- October 2011, Fiction development courses, Arvon Foundation
June 2011, Politics and Fiction with novelist Philip Hensher, Guardian Masterclass
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 |
| Nationality: | British | Mobile: | 07752 900 950 |
| Marital Status: | Married, no children | Address: | Flat 6, 58 Lambs Conduit Street, London, WC1N 3LW |
| Website: | www.rachelescott.co.uk | Email: | info@rachelescott.co.uk |