

Writer/consultant
MA (Cantab), FIIC, FRSA

PAUL BRASINGTON

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1992-present
Freelance communication consultant and copywriter

Insight

I've been online since before the internet went mainstream. I think constantly about the interaction of changing social relations, new technology, and concepts of corporate and personal identity. We use stories to organise and understand our experience. I can consult on the true stories that make organisations work, and better ways of telling them.

Knowledge and experience

I've worked in many different sectors, from technology to carbon trading, from building materials to luxury goods, from financial products to healthcare. I have a good working knowledge of key issues in many areas, but also the ability to assimilate large volumes of new information quickly. Clients include O2, BT, Vodafone, Microsoft, AlixPartners, Aon, BP, the Foreign and Commonwealth Office, The Diamond Trading Company, Commerzbank, Turner Contemporary, the Department of Education/DCMS, Becta (technology in education), the NHS, Glaxo Smithkline and Boots Pharmaceuticals.

Craft

I've been writing copy to persuade, inform, enthuse and entertain for over 25 years, for print and digital media. I've written and managed the production of websites, brochures, magazines, news material, speeches, ad copy (above the line and direct mail) and booklets. I understand how words work, how they can be shaped for different audiences and purposes, and I can modulate tone and style accordingly.

Imagination

I read widely and think beyond the mainstream. I write fiction and play music, have an educated as well as an instinctive eye for good design and I'm actively involved in visual arts. This creativity informs everything I write

Seniority

I'm a fellow of the Institute of Internal Communication, a body I helped to bring into being having served twice as chairman of its predecessor, the British Association of Communicators in Business. I'm a fellow of the Royal Society of Arts. I can work with any level of an organisation including its most senior management.

September 1978 - July 1984 Christ's College, Cambridge University

First class honours in English Literature in 1981, followed by three years of research for a PhD on 19th Century poetry.

August 1984 - August 1985 Assistant PRO, Telephone Cables Ltd (GEC)

Initially responsible for writing and producing the company's quarterly staff magazine — the role grew quickly to embrace all written aspects of publicity

September 1985 - February 1989 PR Director, The Progress Agency

Responsible for directing and implementing a broad range of PR campaigns, embracing media relations and extensive publishing work — clients included Pilkington Glass, Ransomes Simms & Jefferies (garden equipment), The Inn on the Park, and English China Clays

March 1989-February 1992 Planning Director, Publicis Dialogue

Responsible for developing strategic planning disciplines across consultancy client base, as well as directing a number of business to business and technical accounts — clients included Shell UK Oil, the European Commission (Europe Against Cancer), Philips Radio Communications, Snell & Willcox (broadcast hardware), the Help Hammer Cancer Appeal, Intel, Creda and Lucas.

Other information

Relevant skills include extensive experience of personal computing including DTP and HTML, literacy in French — interests include literature, music, cinema, painting, photography, cooking and entertaining.

