






Russell Norris 17/05/1980

Employment	
 	<p>February 2007 – Present: Copywriter at Sony Computer Entertainment Europe (SCEE), Soho, London</p> <ul style="list-style-type: none"> • Writing creative copy for new SCEE software releases on PlayStation®2, PlayStation®3 and PlayStation®Portable (PSP). Print work spans from in-pack game manuals and brochures to external packaging, advertising and point-of-sale campaigns. • Writing text for PlayStation®Network, SCEE's online gaming platform, including downloadable content for new games and Sony videos. • Proofreading all marketing copy (print and online) during creation and layout, working closely with graphic designers, repro house artworkers and print coordinators. This includes the ultimate responsibility of signing off UK and foreign print runs for worldwide distribution.
	<p>November 2005 – January 2007: Online Editor at AOL UK, Hammersmith, London</p> <ul style="list-style-type: none"> • Creating online content for AOL members via www.aol.co.uk – including promotional web pages, articles, banners, newsletters and more. • Taking charge of and meeting targets for AOL's "Computing", "Mobiles", "Camera, TV & Audio", "Home Appliances" and "Toys" categories. • Providing daily editorial content for the AOL Welcome Screen. • Liaising with AOL partners to plan content and drive traffic – including Apple Computers, Comet, The Link, John Lewis, M&S and Boots.
	<p>June 2002 – November 2005: Interactive Copywriter at QVC: The Home Shopping Channel, Battersea, London</p> <ul style="list-style-type: none"> • Writing short and long copy for one of the UK's top ten electronic retail websites (www.qvcuk.com) plus regular features and competitions. • Writing daily straplines and body copy for 'QVC Active', the channel's award-winning interactive television platform. • Acting as chief copywriter for the "Electrical" and "Collectables" departments and head editor of the QVCUK online lifestyle magazine.
	<p>January - March 2002: Junior Copywriter at Mosaic Marketing Solutions UK, Chelsea Harbour, London</p> <ul style="list-style-type: none"> • Working closely with the Creative department on various blue-chip accounts (Disney; Coca-Cola; Twentieth Century Fox; Pilsner-Urquell). • Writing, editing and proofreading copy for above-the-line and below-the-line briefs.

Achievements In Current Role & Previous Positions	<ul style="list-style-type: none"> • Writing consumer-facing copy for major first-party Sony launches: LittleBigPlanet, Resistance 2, Patapon, Buzz!, SingStar, etc. ▪ Negotiating, implementing and maintaining an editorial partnership between AOL and the consumer watchdog Which? ▪ Creating interactive user-generated “Rate & Review” content for AOL. ▪ Becoming the head editor of Focus – QVC’s online magazine. • Acting as a ghostwriter for various QVC TV presenters.
Education & Training	<p>May 2008: Introduction to Typography, Press Association</p> <p>April 2009: Advanced Word, Reed Learning</p> <p>December 2007: Writing Dynamics, Indigo Solutions</p> <p>October 2007: Writing for the Web, Harlequin Solutions</p> <p>May 2005: Effective Copywriting, London College of Communication</p> <p>March 2005: Introduction to Dreamweaver, BBC Training</p> <p>April 2003: Proofreading, London College of Communication</p> <p>March 2003: Sub-editing, London College of Communication</p> <p>1998-2001: The University of Birmingham, Edgbaston, Birmingham, UK BA With Honours – English/Ancient History & Archaeology (2.2)</p> <p>1991-98: Sutton Grammar School For Boys, Sutton, Surrey Three ‘A’ Levels: English Language (A); English Literature (A) and Art (B) 9 GCSEs at Grade B and above.</p>
Skills & Strengths	<ul style="list-style-type: none"> • Calm under pressure and reliable with deadlines. • The expected mastery of spelling, punctuation and grammar. ▪ Confident self-editor and experience editing the work of others. ▪ Experience with branding and building brand positioning. ▪ Web-friendly and familiar with online Real Time Proofing. • Comfortable giving/receiving constructive criticism. • Happy working in close collaboration with designers. • Hardcopy portfolio ready to view.
Tidbits	<p>I hold British and US citizenship; I’m a trained archaeologist; I try to maintain a blog (www.the-drum.blogspot.com); I write stage plays and screenplays in my spare time; I own a banjo and I’m trying to teach myself some Ragtime and Bluegrass tunes.</p>