

Alex Gwilliam

An experienced **copywriter, editor, and magazine journalist**,
working in **advertising, e-commerce, and print publishing**.

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- Employment History -

- **Oct 2013 – Present:** Music Curator & Marketing Copywriter at [Tracks & Fields](#)
- **Aug 2012 – Oct 2013:** Copywriter and Editor at [Fab.com](#)
- **Jul 2011 – Present:** Freelance writer at [Crack Magazine](#)
- **Sept 2011 – Aug 2012:** Communities Manager at [Outside Line](#) (now part of [Saatchi & Saatchi London](#))
- **Mar 2011 – Jul 2011:** Editor at [iDJ Magazine](#) (closed after collapse of Create Business Media Ltd)
- **Jul 2009 – Mar 2011:** Editorial Production Assistant/ Sub-editor at [iDJ Magazine](#) and [Real Travel Magazine](#)
- **Sept 2006 – Jun 2009:** Event Coordinator at [C-Y-N-I](#)
- **Oct 2003 – Sept 2006:** Project Supervisor/Telephone Interviewer for [Accent Market Research](#)

- Key Skills -

- » Producing inventive, **high-quality written copy** for print and digital media.
- » **Editing** existing written work to meet a succinct, uniformly high standard.
- » Identifying and upholding an appropriate **editorial tone of voice**.
- » **Researching** topics and distilling new information into an easily digestible format.
- » Crafting **compelling brand literature**, including press releases and physical assets.
- » **Managing a team** of writers, addressing staff needs, and providing feedback.
- » Conducting **face-to-face interviews**, chairing meetings, and **speaking confidently** to both large and small groups of people.
- » Working to strict, often short deadlines in a **high-pressure environment**.
- » Administrating various brand **social media platforms**.
- » Using Adobe **InDesign & Photoshop**, **Microsoft Office**, and the **Google Suite** with skill and ease.
- » Comfortable and practiced **telephone manner**.

- Past Responsibilities -

Fab.com

- Turning over a high volume of witty and informative written copy for an e-commerce platform with over 14 million global users.
- Scripting daily brand communications to a social media audience in excess of 250,000.
- Crafting effective, results-driven SEO, SEM, and marketing copy for a department with a budget of € millions.

Outside Line

- Writing copy for major FMCG brand communications.
- Engaging various social media audiences in two-way brand dialogue.
- Devising future strategy to maximise social media impact.
- Image sourcing and digital manipulation.
- Overseeing work output of internship staff.

iDJ Magazine/Real Travel Magazine

- Long-copy editorial feature writing.
- Interviewing high profile members of the music industry.
- Planning content and commissioning work from a wider freelance writing team.
- International travel to represent the company.
- Maintaining close relationships with PR firms and agencies.

- Education History -

2006 – 2009: Cardiff University

BA joint hons in English Literature w/ Cultural Criticism
- Level Achieved: 2.1

2003 – 2005: City Of Bristol College

A-Levels in English Literature, Media Studies, Film Studies,
and Art.
- Level Achieved: A,A,A,C


2000 – 2003: Bristol Grammar School

GCSEs in English Literature, English Language, Maths,
Chemistry, Physics, Biology, History, French, D.T.,
Religious Studies

Fab.♥

— Selected Marketing Copy —

UNDERCOVER LOVER
Get a more individual iPod, iPad, & iPhone.



facebook
Email or Phone Password Log In
Keep me logged in Forgot your password?

Sign Up. Connect and share with the people in your life.

About This Ad

Fab. Fab UK & Ireland
234,639 likes · 48,876 talking about this

Fab. Fab UK & Ireland
Forget the catwalk. At Fab, design is a whole new animal.
<http://bit.ly/MountainTees>

For look-at-me tees and more truly wild design, click here.

Like · Comment

Simply Sublime Design.



Fab. Shop Now ▶

THE SHADE PARADE



The Men's
Sunglasses Sale.
A Seriously Shady Business.

CLASSIC STYLE.
EXPLOSIVE COLOURS.




BOMBER JACKETS
BY SCHOTT NYC X AMERICAN COLLEGE

Northern Highlights.
The Best In Scandi Style.



Fab. Shop Now ▶



THE BEAUTY CABINET
LOOK LIKE A MILLION DOLLARS.
SPEND A LOT LESS.

Take A Seat



Fab. Shop Now ▶

Fab.♥

— Selected Product Copy —



Amber Scented Candle

by Laboratory Perfumes

< Return to Laboratory Perfumes

34€ ♥ fab
49€ retail price
incl. taxes, excl. Shipping

Quantity 1

[Add to Cart](#)

You might think the greatest scientific breakthrough of the year happened at the Large Hadron Collider, but the Higgs Boson isn't much use when you need to **improve the odour of your living room**. With an **earthy undercurrent of wood and ambergris** that wafts amid piquant top notes, this **Amber Scented Candle** is a far more fragrant advance for mankind. Made to look as if it's been shipped to you straight from the smell lab, it's eureka in a beaker.



TENGA


Toys For A Happy Ending

TENGA make no bones about their mission in life. Their products are designed for one thing and one thing only – to break down the sexual stigma of stay-at-home stimulation and bring a **firstful of fun** to fellas across the globe. No more half measures; give your commander-in-chief the handshake it deserves.

Marc Schulthess

“The 3D Tenga brings a new dimension to exploring pleasure. As easy on the eye as it is on your unmentionables, it looks every bit as good as it feels. A must try for all guys!”

— Marc Schulthess, Buyer, Fab



The Tennis Coach

by Ramblin' Brands Ltd.


< Return to Smile Makers

31,50€ ♥ fab
34,95€ retail price
incl. taxes, excl. Shipping

Quantity 1

[Add to Cart](#)

Remember Paul Bettany in the film Wimbledon? The movie wasn't great, but he certainly knew how to handle his racket inside the box. **The Tennis Coach** is pretty similar. Sporty, energetic and with the **full-bodied physique** of a champion, he'll be sure to hit the target each and every time he comes out on Centre Court. That's called service, with a Smile Maker.



Spirit Of Hope


Put On A Smile

Are you ready for an **injection of optimism**? Not some limp, lackadaisical pep-talk, but bona fide 'run out and hug the nearest thing that smiles' positivity? **Spirit Of Hope** doesn't believe in grey clouds, only rainbow-coloured linings. Allow its range of **unashamedly upbeat clothing** to literally brighten up your day.

Carolin Detterbeck

“Spirit Of Hope is a young label making cool and very comfortable leisure wear in bright colours. Fashion, but also fun!”

— Carolin Detterbeck, Designer, Spirit Of Hope



All Star Sneakers Camo

by Converse

< Return to Converse

[Like this product?](#) **ADD TO FAVORITES** ♥ 22 0


65€ ♥ fab
79,95€ retail price
incl. taxes, excl. Shipping

Size

Quantity

[Add to Cart](#)

Things **everyone in the world should own**: a toaster, sunglasses, one Beatles or Michael Jackson album, an embarrassing photo of themselves as a child, a toothbrush, and a pair of **Converse All Star Chucks**. In fact, you should probably own more than one. Whether you're already hooked or are just **popping the tags for the first time**, these babies are the freshest take on a classic since Will Smith covered Beethoven.



Pop Outerwear


Stereotype-Free Snow Gear

Set up by two ardent snowboarders who never quite fit the “rad” snowboarder mould, **Pop Outerwear** set out to produce a range of **fresh ski and snowboard gear** that didn't require a degree in dude-dynamics to wear. The result? Nine-to-five meets 720° indy nosebone (that's sensible-yet-stylish, if you don't speak snowboard).

Tim Medvitz

“When creating each line in our collection, my wife and I focus on three things: fit, function and style. The result is skiing and snowboarding outerwear that is built for the snow but designed for the city.”

— Tim Medvitz, Owner, Pop Outerwear



Pocket Tank Mustard

by Silent Theory

< Return to Silent Theory

[Like this product?](#) **ADD TO FAVORITES** ♥ 12 0


16€ ♥ fab
19,99€ retail price
incl. taxes, excl. Shipping

Size

Quantity

[Add to Cart](#)

The **Silent Theory** goes: it's not what you say, but how you say it. Or, rather, **how you wear it**. Free from excessive prints or gaudy patterns, these **essential tees and tanks** don't need to be at the centre of attention. They leave that up to you.



Komrad Invasion


In Soviet Russia, Shoe Wears You

Friends, gather round to hear the tale of two shoemakers: a story of love, loyalty and laces. **Komrads** are not just any pair of kicks; they are the result of two dedicated sneaker fans from Belgium whose desire to preserve an **iconic piece of Czech design** led them to create a **new era of Soviet style**. Power to the people.

Mark Vandervelde

“Komrad sneakers have a great heritage, as they were once the Soviet answer to the Western shoe revolution. Though still produced in the original factory in Partizan, the fresh designs have summoned them to a new era of cool.”

— Mark Vandervelde, CEO, Komrad Invasion



ST800 Stereo Headphones

Powered by TDK

< Return to TDK

175€ ♥ fab
199,95€ retail price
incl. taxes, excl. Shipping

Quantity 1

[Add to Cart](#)

For some people, headphones are a fashion accessory; for others, they're a precision instrument. With TDK, you get both. The **ST800 Stereo Headphones** are a premium choice for people who don't believe in hat-measures. Their **real leather** and aluminium chassis certainly looks the part, but slip them on and you'll see where the real beauty lies. **Forceful 50 mm drivers** and a **built-in adjustable equaliser with display** mean your music packs more punch than going ten rounds with Mike Tyson. They're significantly kinder on the ears, too...

Website Copy

DISCOVERY • PRODUCTS • QUESTIONS • RECIPES • STOCKISTS • RESTAURANT

DAIRY DRINK YOGURT CHEESE PORTION PACKS CREAM SPREADABLE

WHAT IS LACTOFREE?

Say yes to dairy with Lactofree.

With the whole Lactofree range, you get the delicious taste of real dairy just without the lactose*. What's more, Lactofree is made from cows' milk so you get all the nutritional benefits too! From lovely lattes and hot, buttery crumpets to gooey lasagne or creamy carbonara, you can rediscover all your favourite dairy dishes with Lactofree.

Please note Lactofree is not suitable for those with cows' milk allergy or galactosaemia.

*Click [here](#) to find out more about how Lactofree products are tested.

NEWSLETTER SIGN

EMAIL ADDRESS

I HAVE READ AND AGREE TO [PRIVACY POLICY](#)

STOCKIST SEARCH

SEARCH HERE

DAIRY DRINK

SPREADABLE

CREAM

CHEESES

SAY YES TO BREAKFAST

PLEASE NOTE

Lactofree is not suitable for those with cows' milk allergy or galactosaemia



CRM Newsletters

WE ♥ LACTOFREE LATTES

Lovely lattes, milky mochas, fabulous frappuccinos - we're celebrating a good cup of coffee in all its glory.

It's easy to make the perfect Lactofree latte at home, just follow our [simple recipe!](#) And what better way to drink it than out of your very own Lactofree coffee cup?

We've got 10 to give away. Simply [email us](#) to say why a Lactofree cuppa is the best way to start your day for the chance to win.

Please see full terms [here](#).

I ♥ LACTOFREE CUPPAS

I ♥ MY LOCAL LACTOFREE COFFEE SHOP

But what about coffee shops? Does your local café serve a Lactofree option? Perhaps you'd like to see them start?

Help us spread the word about lovely Lactofree lattes everywhere you go by speaking to your local barista!

If you've already found a special place that serves the perfect cup, come and shout about it using the buttons below...

Why not add us to your address book to ensure you always receive our newsletters as soon as they arrive! Newsletter@lactofree.co.uk

You have received this email because you are subscribed to **lactofree** mailing list. If you would like to unsubscribe, or update your details, please [click here](#)

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Available on the App Store

Social Media

SAY YES TO CHEESY TOASTIES

Lactofree 31,950 likes · 9,940 talking about this

Food/Beverages

Welcome to Lactofree - we make lots of delicious lactose free dairy products. Make yourself at home!

About · Suggest an Edit

Lactofree 30 April 2012

In one word, how did you feel when you first discovered Lactofree?

Lactofree 29 June 2012

One person's yum is another person's yuck! What's your least favourite thing to have on a pizza?

Lactofree 23 May 2012

How much Lactofree do you have on your morning cereal? Just a splash or a deep bowlful?

Medical Advice Board
(Click to read articles)

Lactose Intolerance and Coeliac Disease
28 MAR
There is often confusion surrounding the relationship between lactose intolerance and coeliac disease, when in actual fact the two are very different. Coeliac disease is an autoimmune disease of the small intestine...

Eczema and Lactose Intolerance
20 MAR
One common belief about lactose intolerance is that it can both cause and soothe eczema. However, there is no scientific evidence to support this claim. In fact, some studies suggest that lactose intolerance may actually worsen eczema symptoms.

The Importance Of Calcium Intake
15 MAR
Calcium is best known as the main structural element of bones and teeth, but it is also involved in a much wider range of vital processes within the heart, muscles...

Lactose in medicines
6 MAR
It might not occur to you that the medicines you buy at your local pharmacy could contain lactose. However, many medicines do contain lactose as a filler or binder.

Are autistic children more likely to be lactose intolerant?
21 FEB
For several years scientists have talked about a potential link between autism and lactose intolerance, citing a correlation between dairy consumption and certain characteristic behaviours as a possible reason for...

Company Blog
(Click to read articles)

WE ♥ HEDGEHOGS
As you can see from our [latest advert](#), we're rather fond of hedgehogs...

SAY YES TO BREAKFAST
It's the most important meal of the day, but nearly half of Britain skip breakfast more than twice a week.

CLASSIC WINTER WARMERS FOR THE FAMILY
We've got just the thing for dinner to warm you up...

TOP CHRISTMAS DINNER TIPS!
How to have a lovely lactose free Christmas...
Posted on: 21/12/2012

Previous work



Company Blog (Click to read articles)

December 12th, 2011
Smarter Living: Phillips Unveil Their 'Kitchen Of The Future'

Posted by British Gas in [Your Home](#), [Innovation](#)


Chances are you've heard people talk about the idea of a 'Kitchen Of The Future' before. Whether it's the prospect of intelligent fridges that automatically order new food when items...



November 28th, 2011
Smarter Living: Using Computer Servers For Central Heating

Posted by British Gas in [Our World](#), [Energy](#), [Smarter Living](#), [Innovation](#)

Have you ever felt the warm breeze coming from the ventilation hatch on your home computer? While it might be a pleasant place to warm your toes underneath your desk, it's actually a major source...



November 25th, 2011
How 'hydrogen highways' could help UK emissions targets

Posted by British Gas in [Our World](#)

In September, Japanese car giant Honda opened the UK's first public hydrogen filling station at its manufacturing plant in Swindon, in a move to 'kickstart' the hydrogen-powered vehicles ind...

[Read more](#)



November 21st, 2011
Smarter Living: Hamburg's Green Highway

Posted by British Gas in [Our World](#)


It's generally accepted that high-volume highways are a necessary part of any country's infrastructure if people are to be able to travel around by car, but the noise and pollution they crea...



November 17th, 2011
Cities of the Future

Posted by British Gas in [Our World](#)

What will the cities of the future look like? Will we have roads running through the sky? Streetlights that play music as you walk past? Parks with grass that changes colour according to the time of...




November 14th, 2011
Smarter Living: The Passivhaus Movement

Posted by British Gas in [Community](#), [Our World](#), [Energy](#), [Your Home](#), [Smarter Living](#), [Innovation](#), [Renewable Energy](#)

For some people, greener living isn't just something to be worked into their existing way of life - for some people, it is their way of life. While for the majority of people doing somet...

[Read more](#)



Social Media



Beck's Vier
90,127 likes · 127 talking about this

Food/Beverages
Welcome to the Beck's Facebook page - a place for independent thinkers.

Photos Likes Buy Tickets Events


90,127

SEE EMERGING ARTISTS WITH BECK'S LIVE

VV BROWN MAUSI

Beck's Vier
14 August 2012

Always be prepared...



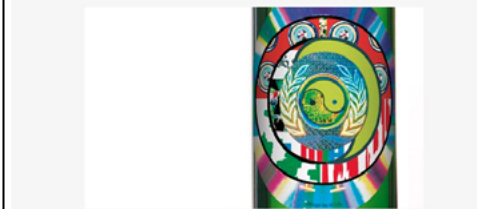
Like Comment Share 1,638 198 162

Beck's Vier
31 August 2012

It's hip to be square. Hit like if you're with us.



Like Comment Share 1,465 101 29



Like Comment Tag photo

From: Beck's Vier's photos in Wall Photos
Shared with: Custom

*Always drink responsibly - with Glen Swindles.
Like Comment Share · 19 October 2012
279 people like this.
Open Photo Viewer

Previous work
(click images)

TAKE ME TO THE HOSPITAL

15 YEARS OF MEDICAL MUSIC FROM DRUM & BASS'S VERY OWN DOCTORS WITHOUT BORDERS.

SOUNDS OF THE SURGERY

A LOOK AT THE UNIQUE SOUND OF HOSPITAL...

WE ANIMALS

Hospital Records

hat nitters...

WHAT IF YOU WERE A GOLD PANDA? WOULD YOU BE A HIT?

LA NIGHT

LESSONS IN US CLUB CULTURE ARE A DOZEN, BUT FEW ARE AS TAUGHT BY GRUM, ONE OF THE UK'S MOST UNASSUMING DISCO DARTERS.

grum

THEY'RE TWO OF THE MOST OUTLANDISH, ODDBALL PERSONALITIES ELECTRONIC MUSIC HAS EVER PRODUCED, BUT NOW, WITH THE RELEASE OF THEIR FOURTH ALBUM, HAVE NOZE FINALLY DECIDED IT'S TIME TO GROW UP!

Noze

a DIAMOND IN THE ROUGH

ONE OF NAVA TUNES' MOST LONGSTANDING AND REVERED ARTISTS, AMON TORBIN FINALLY BREAKS THE FOUR-YEAR SILENCE WITH A RARE INTERVIEW ABOUT HIS BRAND NEW ALBUM - THE MOST AMBITIOUS PROJECT IN HIS 15-YEAR CAREER.

AMON TORBIN

INTERNATIONAL DJ

IDJ

FOREIGN EXCHANGE

DROP IT

like it's hot

OUR 17-PAGE FOREIGN EXCHANGE PROGRAM STARTS NOW. AND IT DOES SO WITH ONE OF NYC'S MOST INTRIGUING PLAYERS, FROM EXPERIMENTAL ROOTS TO A SLICK ROCK 'N' ROLLEY, DROP THE LIME IS SET FOR A WHOLE NEW LEVEL.

Drop the Lime

IT MIGHT BE ONE OF THE MOST RECOGNISABLE NAMES IN MODERN ELECTRONIC MUSIC, BUT HOW MUCH DO ANY OF US REALLY KNOW ABOUT DJ SHADOW? WITH A BRAND NEW TOUR CURRENTLY WOVING CROWDS WORLDWIDE, WE THINK IT'S ABOUT TIME YOU READ ON...

DJ Shadow

TIPPING THE LIGHT

FANTASTIC

ONE OF THE MOST PROFESSIONALLY REVERED ARTISTS OF MODERN TIMES, A TRUE SCIENTIST WHOSE STUDIO FOR SOUND DESIGN REMAINS UNMATCHED, HIS MUSIC IS SO TRILLED TO BRING ALSO NOTICED BY A WIDE SWATH OF PUBLICITY WHICH IS WHY IDJ IS SO THRILLED TO BRING YOU THIS RARE INTERVIEW WITH THE ONE AND ONLY TIPPER.

Tipper

STONE THE CROWS!

PAPER CROWS MIGHT BE JUST ONE SINGLE CROW, BUT IT'S A BLOODY GOOD ONE. SO GOOD WE'VE GOT IT TO BE THE MOST AMBITIOUS PROJECT IN HIS 15-YEAR CAREER.

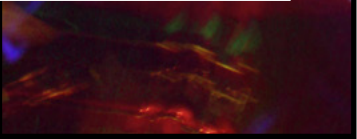
WE ANIMALS

Previous work
(click images)



C R A C K

M A G A Z I N E





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