

Nicky Orr – Curriculum Vitae

Profile:

A highly motivated marketer, with over 25 years' experience in the cultural sector. Specialises in ethical marketing and creative concepts. Able to work within an existing plan or develop new strategies. Experienced in print production, online communications and media relations. Excellent interpersonal skills, builds lasting relationships with collaborators and consumers.

Major Achievements:

- Produced a successful sustainable home show in 2011. Ethical marketing and targeted media activity brought visitors from across Scotland.
- Invested £18k in local makers and fair trade suppliers in 2011, revenue raised from sales at sustainability design shop in Musselburgh.
- Responsible for UK product launch of Cable Internet, one of Britain's first ISPs, in 1996.
- Commissioned a series of creative campaigns to promote telecommunications services, including major campaigns in Edinburgh, working with budgets of £20k and above.
- Set up and managed a successful press office at the Edinburgh Book Festival in 1993.
- Managed several national and international tours of dance and music, as well as an EU-funded, international dance event, Glasgow City of Culture 1990.

Career History:

November 2008 to present: Creative Director, Frugal Cool Sustainable Design. Buying and commissioning products for resale, online marketing, social networking, event management.

April 2005 to October 2008: Freelance copywriter and editor. Producing original marketing and editorial copy for online and print publication.

September 2006 to March 2007, September 2008 to March 2009: Lecturer, Queen Margaret University, PR and Journalism. Delivering workshops and lectures in technique, style, grammar.

May 2000 to November 2008: General career break, raising three daughters.

September 1994 to May 2000: Marketing Executive, Telewest Communications. Implementing corporate marketing strategy, delivering campaigns. Local media buying. Copywriting for promotional literature, advertising and all customer communications, proofing and department copy-editing. Specialising in new product launches. Developing local sponsorship programme.

January 1994 to September 1994: Public Affairs Executive, United Artists Communications. Devising and implementing local communications strategy, including presenting public meetings and events, all local media liaison.

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January 1993 to January 1994: Press and Publicity Officer, Edinburgh Book Festival.

Preparation/distribution of print including proofing, copywriting, press releases, all media/public relations, managing press events and festival press desk, designing/placing advertising, database management.

September 1988 to January 1994: Freelance administrator and publicist. Including Edinburgh District Council, Edinburgh Book Festival, Young Scot, Gregory Nash Group.

December 1986 to September 1988: Touring Administrator, Assembly Theatre. Co-ordinating tours in Scotland, UK and Europe, press & publicity, fundraising, contracts & finance.

June 1986 to December 1986: Touring Assistant, Assembly Theatre, Edinburgh

September 1985 to March 1986: Front of House Manager, Brunton Theatre, Musselburgh

July 1985 to September 1985: Publicity Assistant, Edinburgh International Festival

Education:

University of Glasgow, MA (Hons), English and Drama, 2:1, 1985

Firrhill High School, Edinburgh. 1975-1981. 8 O-Grades, 1 O-Level, 5 Highers, 2 CSYS.

Additional Information:

Training undertaken in presentation, supervision and media skills, database management, Microsoft PowerPoint and DTP, proof-reading and copy-editing.

Experienced user of Microsoft Office Suite, HTML, Macromedia Fireworks, Wordpress, Joomla and MailChimp and some online e-commerce solutions.

Hobbies/interests include interior design, most textile crafts, online networking. I edit the website and manage the social media profile for former professional cyclist, Chechu Rubiera. I'm a member of Musselburgh's Transition Initiative.

Referees:

As a freelance consultant for twelve years, I can supply professional references from collaborators and clients.

Contact:

nickyorr@hotmail.co.uk, 07751 596549

ReMade 147 North High Street Musselburgh EH21 6AN (design studio, shop and gallery)