

# Callum Galbraith

Communications, PR, Freelance Journalism, Marketing

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Experienced in Communications, PR, Marketing and Freelance Journalism, with the ability to easily relay information to specific audiences across multiple platforms. I have a strong grasp of social media/online presence, a solid knowledge of WordPress and I'm capable of using Google Apps, Microsoft Office, Adobe Photoshop and InDesign independently.

## Work Experience

### **September 2014 – Present: Universal Music Group (UMG), Communications Manager**

Part of the international communications department based in London, working with teams in New York and Los Angeles across a broad spectrum of corporate communications and PR activities for the world leader in music-based entertainment.

- Generating and writing news stories, press releases and managing all online internal communications systems.
- Press outreach campaigns for a variety of UMG related artists and businesses including Queen, The Who, Vivendi, Bravado, Universal Music Group & Brands, Spinnup and more.
- Responsible for the editorial narrative of the UMG global intranet. Involves drafting, editing, curating and maintaining news coverage and content as part of the intranet leadership team.
- Main point of contact for more than 60 countries worldwide for internal news amplification and communications.
- Working with a development team to help create and test the new UMG global intranet to launch in 2018.
- Maintaining and posting news on the official UMG website (WordPress based).
- Curating editorial for daily industry news reports sent out to around 2,000 employees via the ExactTarget email distribution system.
- Assisting senior executives in creating assets for internal and external presentations.
- Advising senior executives on social media best practice around events and campaigns.
- Creation of social media assets for various departments within UMG.
- Monitoring external online channels for news uptake across industry and business press and preparing high quality media clipping reports for senior executives.
- Carrying out research and handling a broad range of media related enquiries both internally and across the music industry in the UK and around the world.
- Building and managing a solid contacts database, internally and externally via personal contacts and Gorkana.
- Working with the EMI Archive Trust, creating online content to boost social media uptake and website hits.
- Assisting with UMG hosted events at high profile venues including Abbey Road Studios, Houses of Parliament and Kensington Olympia.
- Working with the EMI Music Sound Foundation to create internal newsletters around CSR initiatives.
- Designing print advertising for UMG artists and territories using Photoshop and InDesign.
- Managing executive photograph and biography databases.
- Managing key messaging database.
- Creating reports on staff uptake of communications assets.
- This role involves working across the entire business, including recorded music, music publishing, merchandising, label services, brand partnerships, audiovisual content and more.

### **November 2012 – August 2014: Name PR, Press Assistant**

Assisting account managers in attaining press coverage for music related consumer and trade clients including: WeGotTickets, The Forum Hertfordshire, Nozstock Festival, Association of Independent Festivals, Attitude is Everything and Cooking Vinyl.

- **Press Releases:** Researching and writing press releases, creating email send outs for groups and individuals.
- **Press achieved in:** The Quietus, This is Fake DIY, The Line of Best Fit, Clash, Hit The Floor, Bring The Noise, Subba Cultcha, AltSounds, Stereoboard, SBTU, Time Out, Shortlist, Guardian Guide, Kerrang!, Rock Sound, NME, Music Week and more.
- **Social Media:** Maintaining specific client social media channels with engaging content and providing relevant reports. Increased Nozstock Festival's Facebook likes by 30% and Twitter followers by 48% over four months.
- **Journalist/Client Liaison:** responsibilities included meeting journalists at venues/festivals, organising interviews, reviews, previews, listings and competitions for concerts and conferences, providing full press reports to clients.
- **Website:** Uploading press releases using WordPress, ensuring all client and company content was current.
- **CMS management:** Using a CMS to keep journalist and client contact information up-to-date, including distribution lists.
- **Online and print advertising:** Taking out ad space through Facebook and Google AdWords targeted towards specific client audiences. Designing company adverts for music trade magazines using Photoshop and InDesign.
- **Press Clips:** Maintaining an online database of all press clippings achieved for each of our clients via WordPress.
- **Intern Management:** Recruiting interns on a quarterly basis and managing their workload.
- **Office Admin:** Receipts, expenses, petty cash, post, magazine subscription and filing, office supplies.

## February 2012 – November 2012: Various Temporary Marketing Assistant Roles London Symphony Orchestra (LSO), Nuclear Blast Records, Big Scary Monsters Records

- **LSO:** Reaching ticket sales targets (sold the highest number of tickets for a student concert to date, 178).
- Running the LSO Pulse app where students would purchase £6 tickets in return for rewards.
- Maintaining and increasing web presence using the LSO website and social media.
- Creating flyers using Photoshop/InDesign for online promotion and print advertising.
- Producing and sending email campaigns for each student concert, responding to queries quickly and informatively.
- Organising a pre-concert reception with over 80 attendees alongside post-concert focus groups.
- Managing student liaison at concert evenings, working with an iPad/handheld scanner to scan tickets.
- Updating databases and contact lists.
- Producing student programme notes to be included in the main LSO concert programme.
- Producing and sending pre/post-concert email campaigns.
- Researching repertoire, composers and artists in order to produce copy for online use and in concert programmes.
- Contacting agents and press officers for accurate and up-to-date information.
- Maintaining photo/print archives.
- Arranging couriers and leaflet distribution.
- Updating ticket spread sheets and mailing lists.
- Assisting with the information desk/box office on concert evenings.
- Dealing with requests for LSO print from the public.
- Liaising with Barbican staff to book meeting rooms and display print.
- Updating the reviews section of [lso.co.uk](http://lso.co.uk).
- **Nuclear Blast Records:** General research, emailing and calling record shops, gathering press clips and creating an online blog database of all the bands on the roster for one of the biggest heavy metal record labels in the world.
- **Big Scary Monster Records:** General assistance for this hugely creative independent record label with an international talent roster. Included helping to run merchandise stalls at festivals and gigs as well as mailing out global online orders.

## January 2010 – February 2012, Mid Cheshire College, Marketing Co-ordinator

Providing editorial, production, branding and design solutions in the on-going marketing of a college with several thousand students.

- **Website:** Editorial lead, responsible for ensuring all content and copy was proofed, up-to-date, relevant and correct.
- **Social Media:** Utilising social media channels to engage with college applicants and current students.
- **Press Releases:** Producing press releases across the wide range of subjects provided by the college.
- **Design:** Utilising Photoshop to design flyers, leaflets and posters for promotional use in line with the college's Corporate Identity.
- **Prospectus:** Part of the production team, in charge of scheduling and managing photoshoots for three college prospectuses, circ. 40k.
- **DVD:** Lead production for two college DVDs, including casting, location scouting, film scheduling and final editing.
- **iPhone App:** Helped to develop the college's first iPhone app, offering design and implementation suggestions.
- **Corporate Identity:** Developed, implemented and reported on the launch of a new Corporate Identity internally and externally.
- **Events:** Event production for open evenings, ensuring all staff were briefed and prepared for each event attracting 150 – 200 visitors.
- **Merchandise:** Sourcing suppliers, negotiating prices and ordering a variety of promotional items.
- **Additional Training included:** Google Analytics, Z-Mags Interactive Magazines.

## 2005 – Present: Freelance Journalist

- **TeamRock.com:** Review and feature writer for this hugely popular website for all things rock and metal.
- **uDiscover.com:** Review writer for Universal Music's catalogue discovery site.
- **Subba-cultcha.com:** Front-page feature and review writer for this popular music and culture based website.
- **PowerPlay Magazine:** Provided front cover feature content and reviews for this alternative rock music magazine.
- **Northwich Guardian:** Worked in-house with local news team to provide copy for both newspaper and website editions.
- **University:** Provided copy, news, photography and voiceover for various University publications in Lincoln.

## Education

**2005 – 2008: University of Lincoln, School of Journalism**

B.A (Hons) Journalism, Upper Second Class Honours (2:1)

**2003 – 2005: Sir John Deane's 6th Form College, Northwich**

Media Studies (B), Sociology (B), English Language (B), AS Level in Computing (C)

**1998 – 2003: St. Nicholas High School, Hartford**

11 GCSEs

## Referees

Available on request.