

# Callum Galbraith

Communications, PR, Marketing, Freelance Journalism

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Highly motivated Communications professional with previous experience in PR, Marketing and Freelance Journalism.

I can 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 and Adobe Photoshop independently.

## Work Experience

### **July 2018 – April 2019: The O2, Communications Manager**

Based at The O2, working across all external and internal communications activities for AEG Europe's UK venues including The O2, The SSE Arena, Wembley, Eventim Apollo and indigo at The O2

#### **Key responsibilities:**

- Assisting the Head of Communications in implementing the external and internal communications strategy for the business
- Delivering positive on-message coverage across all AEG businesses
- Comms support across all internal divisions at The O2 including Global Partnerships, Event Marketing, Up at The O2 and Destination Marketing in line with brand and communication guidelines
- Managing venue communications to promote venues as destinations in their own right
- Developing executive profiles within key publications and spotting media opportunities that will benefit AEG businesses
- Managing an effective and efficient press office, ensuring key media relationships are maintained and enhanced
- Building and maintaining strong industry relationships with media contacts, partners, agencies and suppliers
- Monitoring and reporting PR activity and coverage across AEG, The O2 and The SSE Arena, Wembley
- Running an effective crisis communications plan to ensure the reputation of all AEG businesses are protected and maintained
- Ensuring all event promoters, clients and media contacts are assisted with enquiries and media lists are up to date
- Assisting with organising press conferences, media invitations and events
- Seeking ways to improve personal, team and business performance

### **September 2014 – July 2018: 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 this world leader in music-based entertainment. Started as Junior Communications Manager and progressed to Communications Manager after two years.

#### **Key responsibilities:**

- 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. Involved 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 a new UMG global intranet
- 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 biography and key messaging databases
- Creating reports on staff uptake of communications assets
- This role involved maintaining relationships across all key internal partners 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

### **Key responsibilities:**

- Researching, writing and distributing press releases, securing coverage across consumer and trade press
- Maintaining client social media channels with engaging content and providing relevant reports
- Meeting journalists at venues/festivals, organising interviews, reviews, previews, listings and competitions for concerts and conferences, providing full press reports to clients
- Website maintenance via WordPress, ensuring all client and company content was current
- Keeping journalist and client contact information up-to-date via CMS, including distribution lists
- Designing company adverts for music trade magazines using Photoshop and InDesign
- Booking ad space through Facebook and Google AdWords targeted towards specific client audiences
- Maintaining an online database of press clippings for each client via WordPress
- Recruiting interns on a quarterly basis and managing their workload
- 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:** Worked as part of the LSO's marketing team for six months across a wide array of marketing activities including running the 'LSO Pulse' app where students could purchase £6 tickets in return for rewards, reaching ticket sales targets, 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, managing student liaison at concert evenings, organising pre-concert receptions and post-concert focus groups, updating databases and contact lists, producing programme notes and 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 artist information, running an information desk/box office on concert evenings, Dealing with requests for LSO print from the public, maintaining photo/print archives, updating ticket spreadsheets and mailing lists, booking meeting rooms, arranging couriers and leaflet distribution, 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 – Media Studies (B), Sociology (B), English Language (B), AS Level Computing (C)**

**1998 – 2003: St. Nicholas High School – 11 GCSEs, 2 x A, 7 x B, 2 x C**

## **Referees**

Available on request