

# Callum Galbraith

PR | Communications | Marketing | Freelance Journalism

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Highly motivated PR and communications professional with previous experience in marketing and freelance journalism.

## Work Experience

### **January 2020 – Present: PRS for Music, PR & Communications Manager**

Supporting the Senior PR & Communications Manager in running the PR function for this world-leading Collective Management Organisation, representing the rights of over 155,000 songwriters, composers and publishers in the UK and around the world.

#### **Key responsibilities:**

- Day to day management of the PR department ensuring campaigns are delivered, tracked and offer return on investment
- Delivering consistently on message coverage and executing PR campaigns across corporate, trade and consumer media
- Drafting and editing press releases, quotes, speeches, pitches, award submissions, fact sheets and briefing documents
- Liaising with key stakeholders across the business and wider music industry at C-Suite and board level
- Managing media enquiries, journalist relationships and coordinating responses across business and joint venture partners
- Idea generation and campaign development
- Creating daily news updates for all staff, collating news from across the industry into one succinct source
- Coordinating department reporting and promotion of activity within the business
- Providing communications support for various internal departments to deliver campaigns that support key business objectives

### **July 2019 – December 2019:**

#### **Waltham Forest London Borough of Culture 2019, Communications & Marketing Executive (six month contract)**

Assisting with the planning, delivery and evaluation of communications campaigns for the first-ever London Borough of Culture.

#### **Key responsibilities:**

- Creating content for all London Borough of Culture 2019 activity across Instagram, Facebook and Twitter, with monthly evaluation
- Supporting on the organisation of design, print and distribution for London Borough of Culture marketing collateral
- Liaising with photographers and videographers for timely capturing of content across multiple campaigns
- Creating relevant and engaging London Borough of Culture 2019 website content
- eNewsletter and internal communications content creation and distribution
- Composing copy for the council newspaper
- Maintaining stakeholder relationships within the council

### **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 and Event Marketing
- Managing venue communications to promote venues as destinations in their own right
- Developing executive profiles within key industry publications and spotting media opportunities to benefit AEG businesses
- Managing an effective and efficient press office, ensuring key media relationships were 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 were protected and maintained
- Ensuring all event promoters, clients and media contacts were assisted with enquiries and media lists were 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 the world leader in music-based entertainment.

### **Key responsibilities:**

- Generating and writing news stories, press releases and managing all online internal communications systems
- Press outreach campaigns for UMG related artists and businesses including Queen, The Who, Vivendi, Bravado, Universal Music Group & Brands, Spinnup and more
- Directing editorial narrative of the UMG global intranet. 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
- Maintaining and posting news on the official UMG website (WordPress based)
- Curating editorial for daily industry news reports sent to 2,000 employees via the ExactTarget email distribution system
- Assisting senior executives in creating assets for internal and external presentations
- Creation of social media assets for various departments within UMG and advising on social media best practice
- Preparing high quality media clipping reports for senior executives
- Handling global media enquiries from international, national, consumer and trade publications
- 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
- 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
- Liaising with journalists at venues and festivals, organising interviews, reviews, previews, listings and competitions
- Keeping journalist and client contact information including distribution lists up-to-date via CMS
- 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
- Recruiting interns, website maintenance, receipts, expenses, petty cash, post, magazine subscription and filing, office supplies

## **February 2012 – November 2012: 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 an 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 and producing 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, maintaining photo/print archives, updating ticket spreadsheets and mailing lists, 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**

- Provided editorial, production, event, branding and design solutions for a college with several thousand students.

## **2005 – 2016: Freelance Journalist**

- Live reviews, album reviews, interviews and features for a variety of online and print publications including the Ticketmaster Blog, TeamRock.com, uDiscover.com, Subba-Cultcha.com, PowerPlay Magazine, Northwich Guardian and 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