

Elliot Mulley-Goodbarne

Content Writer

Summary

Experienced and personable journalist, I am keen, motivated and ambitious. Currently creating high quality content in the tech industry on a freelance basis, I am looking to further my career in content creation. I have a proven track record of strong leadership and progression with an eagerness to learn new skills and embrace new forms of content and ways to reach consumers.

Employment History

Freelance Employment

October 2020 - Present

Brands: Samsung, IT Pro, UC Today, CX Today, WhatGadget, Mustard PR, Babel PR

- **News** - Working for **UC Today** and **CX Today** I produced between 7 and 10 news stories a week to be published. In this role I manage a network of contacts composed of senior-level executives in the Communications and Collaborations industry, and analysts to learn of trends, generate story ideas and break exclusive stories.
- **Feature** - For **IT Pro**, **UC Today**, and **CX Today**, I have been writing features of varying length covering trends in the B2B technology industry. To produce these pieces I interviewed senior leaders, analysts, and professors to gain a perspective and relay their words to the target audience. These articles ranged from investigations, reactions to news and industry trends, to profile pieces.
- **Market Research** - Working for **Samsung**, I wrote reports focusing on trends, corporate activity, and legislation in the European technology sector. These reports are distributed to executives throughout the company and informed future decisions in the development of future products and services.
- **Thought Leadership** - Working with various PR agencies, I produced informed thought leadership pieces for a range of clients. These pieces set out a problem that was facing a sector, from energy storage, cyber security, or mobile phone repair, and offered a reasoned solution developed throughout the piece.
- **Reviews** - My work with **WhatGadget** involved me reviewing consumer electronics, from mobile phones and tablets, to headphones and speakers. These reviews would follow a strict flow of categories, assessing key differentiators like camera quality, processing speed, display, and ease of use.

Previous Experience

Senior Editorial Positions: Assistant/Deputy/News Editor

August 2017 – October 2020

Brands: Mobile News, Comms Business/TBT, New Electronics

In full-time employment at a handful of B2B technology publications, I carried out day to day responsibilities of a reporter whilst taking on editorial responsibilities such as organising flat plans and forward features, laying out pages, representing the outlet and speaking at events.

Education

BA (Hons) Journalism, 2013-2016

University of Worcester — Worcester,
Worcestershire, England

Grade: 2:1

Personal Skills & Achievements

Skills: Photoshop, InDesign, FinalCut Pro, Audacity, Public Speaking.

Achievements: Editorial position before 23, running a sustainable freelance business, setting up an award-winning podcast.

References available upon request