

ALEX BROOKS

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Profile

I have a keen interest in politics, philosophy, social media, public relations and technology. Through these interests I have met many important and influential people enabling me to expand my depth and breadth of knowledge. One of the key skills I learnt at my secondary school (Brooke Weston CTC) was to aspire to my own desires which I do on a daily basis. As an individual I take pride in my appearance and fitness, I regularly attend the gym and I am a member of the University of Greenwich Mens 1st Hockey team.

Through my passion of Apple I have created a successful and respected online presence, by following Apple I have travelled to many corners of the world meeting interesting and inspiring people along the way. My interest and knowledge in Apple has also seen me featured on TV and in newspapers and magazines around the world.

Experience

Intern, Bell Pottinger Public Affairs

June 2011 - Present

Internship with the Public Affairs arm of the Bell Pottinger group, considered the most successful company in the public affairs industry. Internship included looking at areas of research and analysis, campaign management, political monitoring, intelligence gathering and crisis management. A lot of my time was also dedicated to assisting clients with upcoming select committees, ensuring the clients were well briefed on the expected topics and fully clued-up on how to best represent themselves in front of the parliamentary select committee.

Intern, Labour Yes

January 2011 - May 2011

Group of Labour members campaigning against the status quo for a 'Yes' vote in the May 2011 referendum to introduce the Alternative Vote as the method for electing members of parliament in the UK.

Skills and Experience:

- Liaison with MPs, MEPs, Lords, Councillors and key labour figures to encourage support and activity with Labour Yes
- Management of Wordpress website with regular design and content updates
- Blogging about current issues surrounding the referendum and the Alternative Vote
- Manage new media tools including: Facebook page, Twitter account, YouTube, Flickr
- Assist with organisation of launch events with public and media attendance
- Management of Blue State Digital events, share pages, donation pages and contact lists

Technology Columnist, Greenwich Time London

January 2010 - January 2011

Local Greenwich paper delivered to 120,000 homes in the Greenwich and Woolwich area.

Social Media Account Manager, Banyan Branch

September 2009 - August 2010

A hands-on practice, providing Marketing Consulting, New Media, Social Media, Reputation Management and Viral Campaigns for the likes of Microsoft, Walt Disney Home Video, Clear, Parallels, Disney Parks and Bill & Melinda Gates Foundation.

Skills and Experience:

- Client liaison via email, phone, IM and in person
- Measurement of the social web
- Tracking and reporting online trends and marketing analytics
- Experience with specific social media analysis tools and services
- Cultivate new content and monitor branded online communities using blogs, Facebook, Twitter, and other social media.
- Preparing and delivering reports that contain metrics and analysis of social media content in Facebook, Twitter, YouTube and other forms.
- Using analysis reports to recommend further improvement in social media throughput
- Pitch new media strategies as individual strategies and as part of wide programmes where social media was a core component

Senior Editor, World of Apple

June 2005 - Present

News website focused on Apple and its products including the iPhone, iPad, iPod and Mac. Coverage includes news, rumours, reviews, editorials and analysis.

Skills and Experience:

- Sourcing news and rumours from newswires and others sources
- Writing and editing news, rumours, reviews, editorials and analysis
- Delegating a team writers all mainly writing product reviews but some cover legal news
- Management of servers and website code, content management system (Wordpress) and advertising networks (Google AdSense and OpenX)
- Management of financial aspects of domains, hosting and advertising revenue

Pre-Press Operator, artspec Corby, UK

June 2005 - September 2009

Commercial Printers specialising in short run digital print and complete product fulfilment. Company also produces digital media including CD, DVD and Blu-Ray as well as large format work including canvasses and photo prints.

Skills and Experience:

- Pre-press production (Photoshop, InDesign, Illustrator, Quark, Word, Acrobat)
- Single-handedly manage a prepress department
- Maintenance and management of CD printing machines, HP large format printers and Xerox digital presses
- Digital inkjet CD printing using a ColorGate RIP
- Advanced use of EFI Fiery RIPs on Xerox Digital Presses
- Advanced colour management workflow across a multitude of medias and technologies
- Graphic Design (Photoshop, InDesign, Illustrator, Quark)
- Computer and software support
- Project coordination
- Project time estimations
- Creation and distribution of print specifications
- Preparation of artwork
- Production of artwork
- Liaison with external print suppliers

Education

University of Leicester — NVQ Level 3 in Printing and Pre-Press
University of Greenwich, London — BA Hons Journalism and PR (2009)
University of Greenwich, London — BA Hons Politics (2010 - 2013)

Referees

Jessica Asato - Former director at Labour Yes - jessica@jessicaasato.co.uk

Kevin McKeever - Chair, Corby & East Northants CLP - 07970 507120/kevin@onyourside.org.uk

Sacha Pretot - Director at EazyPrint (prev. *artspec*) - 01536 271900

Bryan Johnston - Senior Consultant at BPPA - BJohnston@bell-pottinger.co.uk