

# *Curriculum Vitae / Résumé for Craig McGill (BA)*

**Contact details:** (m) +44(0)7703-175-151 (e) [craig@craig-mcgill.com](mailto:craig@craig-mcgill.com) (w) [www.craig-mcgill.com](http://www.craig-mcgill.com)  
(LinkedIn) [www.linkedin.com/in/craigmcgill](http://www.linkedin.com/in/craigmcgill) (twitter) [www.twitter.com/craigmcgill](http://www.twitter.com/craigmcgill)

## ***PR (on and offline), Media and Content Management Consultant***

A strong communicator who has worked with some of the UK's best-known corporate and consumer companies, capable of meeting KPI's while delivering an excellent return on investment due to numerous talents. Over a 15-year career, he has either written for or gained his clients exposure in leading publications including The Sun, The Times, The Guardian, TIME magazine, Rolling Stone (Japan) and The Wall Street Journal.

## ***Areas of Expertise***

- Event PR
- Crisis Management
- Audio/Video content
- Media Relations
- Brand Management
- Corporate PR
- Budget Control
- CSR
- Digital PR
- Creative Thinking
- Content Management
- Consumer PR
- PR Training
- CSR
- Team Leading
- Writing

## ***Career Summary***

### **DADA Events and Marketing, Account Director**

**Aug 2008 - Present**

Headhunted to head up a PR team and also task/direct Events and Design teams as necessary. PR clients include Whyte & Mackay, BrewDog, National Trust for Scotland, The Living Room, BoConcept, Sloans Bar, Pinky Vodka, Maclay Inns, Domino Pizza and Miss Scotland. I have been a strong champion of digital PR, showing how clients can bypass negative press to engage stakeholders in a positive fashion. I also took the National Trust for Scotland online with Robert Burns' projects [www.twitter.com/@ayrshirebard](http://www.twitter.com/@ayrshirebard) and [www.burnsletters.wordpress.com](http://www.burnsletters.wordpress.com).

### **Denvir Marketing, Head of PR/Media Manager**

**Mar 2008 – Aug 2008**

Brought in to head up team for Tesco Enjoy the Taste of Scotland food festival six weeks before event with strict KPI targets, which were met as part of the £238,000 of coverage gained. PR clients included Tesco Scotland and Tesco Northern Ireland, The Police Complaints Commissioner for Scotland, Roadtrafficlaw.com and Kingsmill Bread.

### **Scottish Sun Newspaper, Features Desk/Digital Advisor**

**Dec 2007 - Mar 2008**

Invited to provide short-term cover for the departed Deputy Features Editor.

### **Beattie Communications, Senior Account Manager**

**Nov 2006 – Dec 2007**

Managed a team of four across clients including Kwik-Fit Insurance, Dawn Construction, MVA Transport Consultancy, VisionWare PLC, Asian millionaire Shaf Rasul and Cumbernauld Housing Partnership. One of my main duties was head of PR/Marketing for festival Retrofest, which received more than £1.1million in positive coverage on a spend of less than £50,000.

**Scottish Parliament/Microsoft, PR manager**

**Jan 2007 – Feb 2007**

On sabbatical from Beattie for the Microsoft Government Leader's Forum, dealing with media enquiries from across Europe and the US.

**Lloyds TSB Scotland, Media Relations Manager**

**Mar 2006 – Oct 2006**

Reporting directly to the Chief Executive and tasked with making the bank more proactive in dealings with the media, duties included the press launch of two initiatives – the bank's outreach to Poles in Scotland and personalized picture bank cards. With minimal spend, we achieved more than £200,000 in positive coverage. Also involved in the bank's wider political and social dimensions, including CSR work and CricketScotland sponsorship.

Crisis PR management skills were brought to the fore when the tabloid press accused two members of staff of embezzling more than £500,000 from branches.

**Cygnetswan PR, Creative Consultant**

**Dec 2005 – Mar 2006**

Coming up with PR initiatives and coverage for a number of mostly technology-based firms.

**Scottish Daily Mirror,**

**Sep 2002 – Dec 2005**

**Deputy News Editor and Spanish Edition Editor**

Covered for news editor in his absence, tasking reporting team and being jointly responsible for budget of news section (£300,000) and Spanish and Greek editions.

**Scottish Sunday Mirror, Assistant News Editor**

**Jan 2001 – Sep 2002**

Duties included bringing in exclusives, working with reporters across UK and controlling budget.

**Press and Journal, Reporter and Bureau Chief  
(Aberdeen and Stirling)**

**Jan 1998 – Jan 2001**

Provided off-diary content but also in charge of team of five. In 2000, the editor asked me to help save £50,000 which I achieved without the loss of jobs. Also created technology supplement.

**Lanarkshire Extra Newspapers, Deputy Editor**

**Aug 1996 – Jan 1998**

Dealt with budgets, staff and freelancers, laid out pages and worked with advertising dept.

**Scottish Daily Express, Reporter,**

**May 1996 – Aug 1996**

Tasked with bringing in exclusives and being a capable self-starter.

## **References**

**G McGill, Media Relations Manager Lloyds TSB Scotland:** AGlen.McGill@LloydsTSB.co.uk

**Martin Cryans (ex Glasgow MD for Beattie):** Martin.Cryans@fireflycomms.com

**Shaun Milne (ex-Mirror Deputy Editor):** milne.media@mac.com

**Rob Bruce, Global PR Director, Whyte and Mackay:** rob.bruce@whyteandmackay.co.uk