

## CURRICULUM VITAE

# Amber Davis

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Amber is a public relations professional with 15 years' London and Norwich agency experience. She enjoys copywriting; presenting; strategic and tactical campaign planning; media relations and events. Adept at helping a diverse range of clients - in terms of size, sector, budget and reach - to achieve business goals, by building and maintaining positive reputations. Working on a freelance basis from 8<sup>th</sup> February 2016.

### Employment

#### **April 2008 – February 2016**

#### **Plain Speaking Agency, Norwich**

Senior Account Director, reporting to the agency founder.

Responsibilities: new business development, maximising client relationships, budget forecasting and management, quality control of agency output, campaign planning, delivery, evaluation. Working with a varied client base – from SME to PLC, targeting consumer and B2B audiences, at local, regional and national level.

Outputs: awards submissions, develop and lead training sessions, internal communications, issues management, surveys, press materials (press releases, case studies, Q&As, features), event planning and publicity (press call notices, photo call notices), attend/direct photo shoots, media relations (including traditional, online, bloggers, vloggers and social).

#### Highlights:

- New business conversion: three retained client wins since September 2015.
- Client retention: intu Chapelfield and The Benjamin Foundation represented since May 2008.
- intu Chapelfield: new store openings, including Boux Avenue with Theo Paphitis; Christmas retail activity and in-centre events; inter agency working; magazine and gift guides feature planning, producing written and visual content, liaising with 80+ retailers.

Clients: intu Chapelfield | IPRS Group | Nwes | Dipple & Conway | Teknomek | Comms Supply  
The Benjamin Foundation | Farnell Clarke

#### **August 2007 – February 2008**

#### **The Outside Organisation, London**

Senior Account Director, reporting to the managing director.

Planned and activated media campaigns for entertainment clients. Including new show launches, live music and awards ceremonies. Organised and hosted international press trips for TV and print journalists; placed and facilitated news, reviews, interviews, promotions and features for clients; organised carpet media management, press and photo calls.

Clients: MOBO | Q Awards | Q Magazine | AEG Live | AFRIKA! AFRIKA!

#### **March 2001 – August 2007**

#### **Freud Communications, London**

From receptionist to Senior Account Manager, leading a team within the consumer division.

Clients: Jack Daniel's | Sony Europe | The Carphone Warehouse | NESCAFE | Visit London | Kotex | lastminute.com | Vue cinemas | Lloyd Grossman | Celebrations

Event media management: Live 8, Hyde Park | Live Earth, Wembley Stadium | BFI London Film Festival | BAFTA film and television awards | film premieres.

**December 1999 – January 2001**

IBM Australia, EA to CEO, and Telstra Sydney Olympic Hospitality Committee administrator.

Education

**1996 – 1999** De Montfort University **BA Hons. Media Studies & Performing Arts (2:1)**

**1994 – 1996** Richmond-Upon-Thames College **3 A-Levels**  
Communication Studies (B); Dance (A); French (D)

**1990 – 1994** The Ellen Wilkinson School for Girls, London: **9 GCSEs** 2x A\*s; 5x As & 2x Bs

Interests

**Fitness** - a member of Register of Exercise Professionals (REPs) fitness instructor; certificates:

- Advanced Stretching Instructor
- Level 2 Fitness Instructing Group Exercise to Music
- Fitness Ballet Instructor

**Live performance** – music, comedy, dance and musical theatre; danced from age three to 21.

**Art** – visiting galleries; GCSE grade A; creating with oil pastels.

**Travel** – lived in Australia for a year plus travelled (Thailand, USA and Europe).

Microsoft Office, Mac and PC, PREZI trained.

Clean driving license.

**References on request**