



Simon Richard Clark

E-mail: simonclark2015@gmail.com

Nationality: British/ Permanent Hong Kong ID Cardholder

Profile

I am an experienced **communications professional** and **copywriter** with over 15 years' experience in corporate communications roles, both in-house and agency. I have experience working with a range of organisations in the financial, government, technology, infrastructure, science, and sport sectors.

Work Portfolio: www.simonrclark.com

Skills

Writing:

- Experienced writer (and editor) with a work portfolio across various industries (including infrastructure), and many years' spent with major international public relations agencies (Hill and Knowlton Strategies and Ogilvy – WPP).
- Executive speeches, press releases, reports, presentations, internet copy, intranet copy, corporate brochures, annual reports, SEO relevant copy for websites, social media and UX copy.
- Project management of corporate publications through whole production process from copy writing to final sign off.
- Creation of CSR based promotional literature for multi-national companies.

Public Relations

- Experience of formulating public relations plans.
- Experience of reacting to press enquiries and selling stories to the media.
- Experience of working with radio, television, new media and written press.
- Crisis communications experience.
- Experience writing press releases, media statements etc.

Stakeholder Management/ Internal Communications

- Management of communications with internal and external interest groups.
- Experience of working directly with staff at all levels, including direct reports into senior management at local, regional and international level.
- Experience of creating staff surveys and analysing results.
- Experience of writing copy for the APAC intranet site of a large multinational.
- I was part of an internal team at Hill and Knowlton with a remit to drive employee engagement activities in the local Hong Kong office.

Intranet/ Internet

- Experience of working on and managing the re-design of corporate websites.
- Creation of content for both.

- Highly experienced user of Content Management Systems.
- Worked as an editor on corporate websites.
- Experience of training others to use corporate Content Management Systems.

Senior Executive Communications

- Experience of speech writing for senior level executives.
- Experience of press interview management for senior executives, including the creation of briefing books.

Employment History

Senior Consultant – Editor/ Copywriter

March 2016 – December 2020

Ogilvy Public Relations

My focus was on content creation and English editing for clients across the technology, consumer, travel, infrastructure and finance industries. This included annual reports, press releases, social media posts, speeches, presentations, management award entries, UX, and website copy.

Clients included: Prudential, HSBC, American Express, Huawei, Samsung, Asia Miles, Ocean Park, UPS, Sino Group, Intel, Hyatt etc.

Freelance Content Manager

October 2015 - Mar 2016

Golin Harris

Freelance Copywriter

August 2013 – September 2015

Freelance

Working as a freelance editor and copywriter. Work included writing compliance related literature for Thomson Reuters. I also worked for other clients in Hong Kong and the UK.

Senior Consultant

May 2012 – July 2013

Hill + Knowlton Strategies

In a very challenging role I was actively involved with a diverse range of clients across the consumer, technology and finance industries.

- Worked with major international brands to create communications strategies for their activities in the APAC region.
- Responsible for running events, media management, report writing, copywriting, proofreading, post-event evaluation and crisis communications.
- Leading portion of my work included promoting coverage of HSBC's golf sponsorship across Asia through event management, content writing and placing articles in international business publications.
- Wrote and edited copy for technology and finance clients such as Sony, Blackberry and HSBC, which also included writing by-line articles, promotional literature and award submissions.
- Carried out internal staff surveys and regularly contributed articles to the H+K regional intranet.
- Part of the Hong Kong team that worked on internal employee engagement activities.
- Developed and executed the creation of two major CSR reports for Veolia Water in China.

Consultant

January 2012 – May 2012 (Contract Role)

Brand Rapport

- Public relations support, copywriting, event support and business generation for sports related clients.

Press Officer/ Copywriter/Marketing

Matchtight Ltd

March 2010 – Jun 2011 (Contract Role)

- Created copy for press releases and publications.
- Dealt with press enquiries and set up interviews for the company's clients.
- Onsite assistance with press operations at events.
- Actively promoted news stories and athlete interview opportunities to the press.
- Managed client press activities to maximise commercial exposure for their sponsors (such as Siemens and Puma).

Web Publisher

Engineering and Physical Sciences Research Council

June 2009 – August 2009 (Contract Role)

- Responsible for planning the migration of editorial content from an old website onto a new one.
- Migration involved using a content management system and Microsoft Sharepoint to transfer copy, images, tables, downloadable documents (word, excel and PDF documents) and links onto the new site.

Communications Manager

Bath Rugby Club

Oct 2004 – Dec 2008

- Liaised with local, national and international press (written, radio and TV) on the phone, in person and via e-mail.
- Created, planned and implemented the club's PR strategy.
- Worked with outside agencies on the club's implementation of Premiership (rugby union league) PR campaigns (for league sponsors - including Land Rover, Guinness, Lucozade and Bank of America).
- Sourced opportunities for the media to interview key club personnel, actively looked to put news stories in the press and reacted to difficult press enquiries.
- Researched, wrote and put together press releases.
- Created content for the Bath Rugby website and used a content management system to put articles, pictures and other graphics on the website.
- Editor of the club match day programme.

Education and Qualifications

2002- 2003 **Universidad Europea de Madrid**

Masters degree in Multimedia Sports Journalism. Course covered radio, internet, print and television journalism as well as the organisation and running of sporting bodies and sports events using the use of PR and marketing.

1998- 2002 **Sheffield Hallam University**

BA (Hons) in Tourism Management (2nd class)

The degree covered various aspects of tourism as well as covering the business side of the industry, which included the financial, marketing and human resource facets needed in tourism.

Referees - On Request.