

DAVID J. ELLIOTT



TECHNICAL COPYWRITER & COMMUNICATION DESIGNER

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OVERVIEW

I am a native-English technical copywriter with a background in creative design and marketing, and considerable expertise in developing and managing strategic business communications.

I've helped over 200 companies in diverse industrial, commercial, technical and scientific sectors to improve their documentation, corporate collateral, brand equity and workforce competence. I have an excellent command of English and a good working knowledge of German.

CORE COMPETENCIES

- Discerning and interpreting how businesses, markets, processes and technologies work,
- Producing accurate, compelling and memorable content for internal and external communications,
- Delivering effective documentation, training and instructional design projects,
- Managing the intellectual capital invested in successful brands,
- Integrating digital, social, print, PR and event-based media,
- Quickly understanding and simplifying complex and challenging subject matter,
- Actively contributing to teamwork, collaborations and agile product development,
- Working confidently with people at every level of business and industry.

TECHNICAL COPYWRITING & EDITING

I am an experienced technical copywriter, copy editor and proofreader, competent at ensuring text is:

- technically, semantically and grammatically accurate;
- appropriate to the aims of the communication and proficiency of the reader;
- consistent with established definitions, messages, house styles and guidelines;
- effective in conveying knowledge quickly and clearly.

I am adept at:

- Translating complex scenarios, methodologies and attributes into coherent stories for specific audiences,
- Explaining the rationale, specifications, operation and value of processes, products and services to all relevant stakeholder groups,
- Accurately articulating and presenting information that meets high-level corporate, legal and regulatory requirements and standards,
- Structuring and writing content for a wide range of internal and external business communications, including editorial, corporate collateral, documentation, presentations and speeches.

COMMUNICATION DESIGN

As a qualified Graphic Information Designer (BA Hons degree) and experienced Creative Director, I have proven capabilities in defining, structuring, designing and producing content to support effective communication routes and objectives.

I have worked in both B2B and B2C corporate and commercial contexts, and with customers in the private and governmental sectors too. I have also worked on several health, safety and environmental (HSE) projects, including workforce guidance, familiarisation, instruction and training.

My experience includes:

- Researching target audiences, markets, barriers and competition,
- Defining business objectives and strategic solutions,
- Understanding diverse and often complex subjects,
- Working closely with development and production specialists,
- Planning and coordinating communication and marketing activities,
- Designing and producing textual and diagrammatic content,
- Presenting and evaluating results,
- Managing projects and client accounts.

OTHER CREDENTIALS

- I am competent in Microsoft Office (Word, PowerPoint and Excel) and Adobe Creative Suite applications, including InDesign, Illustrator, Photoshop and Acrobat. I am used to working on both PC and Mac platforms.
- I have a TESOL certificate and assist German students with English in my spare time.
- Since 2014, I have mentored an International Marketing Student at the University of Westminster.

PROFESSIONAL EXPERIENCE

2000 to March 2017 | Max and Co

Until March 2017, Max and Co was a long-established Scottish based media agency. I joined the company in 2000 and was initially responsible for copywriting and creative design work. In 2005, I was promoted to Creative Director, giving me greater responsibility for concept development and team management. In 2007, I moved to Munich, but continued to work for Max and Co from Germany, travelling to Scotland 3-4 times a year.

Our client base comprised mainly energy operators and service contractors, along with companies in the technology, construction, shipping, environmental and scientific sectors. In 2005, we developed R2S software (www.r2s.co.uk) which combined digitally surveyed environments with associated documentation and media to create data-rich, interactive walk-throughs of remote locations. R2S is still being used increasingly by companies such as BP to improve the maintenance, management, safety, security and decommissioning of its global assets. Since its inception, I've been variously involved in the technical authoring, UX improvement, UI design, product specification and marketing of R2S and in the translation of its interface into German.

Since 2013, my role has focused on technical copywriting and messaging, communication strategies and content management. As the key account manager for some of our long-term technology-based customers, I was seen as an increasingly valuable source of knowledge and compliance.

Max and Co ceased trading in March 2017 when our parent company decided to concentrate exclusively on R2S software development. I, along with all my Max and Co colleagues, was made redundant as a result.

MAR 1991 - OCT 2000 | The Beveridge Media

The Beveridge Media was a small design partnership that I co-founded with a former colleague in 1991. I was the sole designer and copywriter when it started, and I managed the studio for almost ten years as our design and production team expanded.

My creative output was approximately:

- 50% technical and educational communications, including computer based training, videos, safety campaigns and educational media,
- 40% business and commercial communications, including corporate collateral, branding, events and marketing,
- 10% advertising and public relations.

This breakdown reflected the typical requirements of the energy industry, which provided the majority of our work at that time. Our clients including Shell, BP, Halliburton, Schlumberger and many contract companies and industry organisations associated with oil and gas exploration and production.

As part of a small team, I had to fulfill many diverse roles for a number of years. I obtained my offshore survival certificate and travelled several times to North Sea oil and gas productions and vessels, both to research and document the assets and to deliver our training tools.

I left The Beveridge Media after nearly ten years in order to join Max and Co.

1990 - 1991 | Freelancing / Conoco

For seven months, I freelanced for a number of small graphic design agencies in and around Aberdeen, Scotland, working mainly on corporate brochures, branding and communication projects. In early 1991, I became a Contract Draughtsman at Conoco Oil & Gas, working on technical documentation, drawings of offshore installations and operational procedure manuals. During my tenure at Conoco, I met the designers who established Max and Co in 1992. I left Conoco to establish The Beveridge Media in March 1991.

JAN - JUNE 1990 | Technical Graphics International

My first professional position followed a move from London to Aberdeen in January 1990. I was employed as Director of Graphics at Technical Graphics International, a company specialising in print- and presentation-based communication materials for the oil and gas industry.

Over the course of six months, I managed a team of seven young designers, was actively involved in developing and improving client copy, worked with international clients and established a Lumena Paintbox system in the studio, making us one of the first companies in Aberdeen to offer digital photo-manipulation.

I left TGI due to unreasonable working conditions and practices.

EDUCATION**SEP 1986 - AUG 1989 | University of Westminster**

I studied Graphic Information Design at Harrow College of Higher Education (now the University of Westminster) and graduated with a BA Honours Degree.

The course focused on information design concepts and methodologies, and provided a brilliant grounding in how to assess, interpret and articulate information to optimise comprehension and efficacy.

I undertook two work placements during my final year of study; the first at Field Wylie & Company, an advertising agency in Leicester Square, London and the second at the Art & Design Centre of the Royal Victoria Infirmary in Newcastle-upon-Tyne.

My thesis was a study of sex, gender and philosophy in the media. Our degree show was held at the Mall Galleries in London.

SEP 1985 - AUG 1986 | Harrogate College of Art and Design

This one-year Foundation Course introduced me to the basics of graphic design and technical drawing. A period of intense study, it included work on psychology and cognition, communication theory, art history, typography, colour theory, photography and print production.

1978 - 1983 | Stocksbridge High School & Whitby Grammar School

I achieved 7 'O' level passes in English, Art, German, French, Biology, Chemistry, Physics and Maths, and an 'Advanced' certificate in Art.

AND FINALLY...

- I am married with two children at school in Munich, and a son who works in Scotland.
- My main interests lie in art, design and communication. I love languages and culture, education, behavioural psychology, science, technology and the environment.
- I play the guitar and piano and I write and produce digital music for soundtracks.
- I also enjoy cooking, arthouse cinema, German Expressionism, politics and digital photography.
- I have researched almost 400 years of my family history and produce an annual 'Who's Who' of my relatives around the world.
- I am continually writing a *British International Dictionary*, which, to date, contains my own, one-line definitions of 33,000 words and idioms in a document of some 260,000 words. My goal is to eventually turn this into a software app.