

Alan Lansdowne

Personal Details

Nationality: British
Driving Licence: Yes
Typing speed: 45-50 wpm
Location: Huddersfield (near Leeds & Manchester)

Professional Contact

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Personal Summary

I have a wide-ranging professional skill-set revolving around **written & spoken communication and languages**. I am adept at digital public relations (incorporating search optimisation & social media optimisation), **digital content management**, mobile & responsive web-design, front-end & server-side scripting, informational & promotional copy writing, interviewing, editing & proofreading.

In professional environments, **I am happy working as an engaged team-member or independently**. I prioritise punctuality, clear communication and organisation and respond well to deadlines.

I am a quick, self-motivated, hard-working and enthusiastic individual, with **20 years experience** in a range of professional fields across media, education, marketing - including digital publishing, web development, newspaper & online reporting, language education, online community management and forum moderation, market research and sales.

Languages: French, German, Russian (*Competent Working Proficiency*)

Front-End Development: HTML5, CSS3, Javascript, SVG, jQuery, JSON, Ajax, PHP, Regex, .htaccess

Work

Digital Publishing, SEO & Web Content Management (2003 – 2017)

For **14 years** I worked at **Rounin Media**, planning, developing, producing and publishing independent freelance **digital projects** including the web-based brand **attitudeTravel**, where I took on the role of lead travel writer and editor, responsible for digital development strategy, information architecture, standards-based web development, search engine optimisation, performance marketing and social media strategy, research and editorial. For a decade and a half, I conducted field research, interviews, and reported on industry conferences & seminars in the fast-moving Civil Aviation and Digital Media & Marketing sectors.

Sales & Market Research (2002) – For one year in London, I worked as both a Direct Sales Assistant (at Shorex and Gunn Marketing) and as a Market Research Assistant (at Research Europe and Ronin Corporation)

Newspaper Journalism (2000 – 2001) - French, German & Russian speaking Steel Reporter at **Metal Bulletin** Newspaper, interviewing, conference reporting, writing articles & online steel market analyses for **Bloomberg**.

English Teaching in Japan (1998 – 1999) - JET Programme English Language Teacher, preparing lessons, & teaching basic & intermediate communicative English to High School Students & Adult Learners.

Education

MA in Post-Soviet Nationalism Studies (2008)

UCL School of Slavonic & East European Studies, London

Thesis awarded Distinction

Postgrad Cert. TESOL (2000)

Sheffield Hallam University (incl Trinity College, London TESOL)

Thesis awarded Distinction

Postgrad Cert. In Japan Society & Language (2000)

University of Sheffield

Pass with Distinction

BA (Joint Hons) in German & Russian Studies (1998)

University of Sheffield

*Upper Second Class
(Distinction in Spoken German)*

A-Levels (1994)

Sir Bernard Lovell School, Oldland Common, Bristol

*English Literature (A); French (B); German (B);
Mathematics (C)*

GCSEs (1992)

Sir Bernard Lovell School, Oldland Common, Bristol

*9 GCSE A-Grades including English Lit, Maths,
Double Science, German, French, Humanities*

Personal Interests & Hobbies

I am an avid reader, a technology enthusiast – especially web-related technologies - and I have a passion for independent travel and photography, above all in Central and Eastern Europe. For exercise, I absolutely love skiing (mostly in the French Alps), although more often I take part in cycling and long-distance running. I find one major challenge every year through which I can raise funds for good causes. I have a lifelong interest in languages, history, culture and current affairs.