



Chris Street

07580 401838

chris@springccr.co.uk
www.springccr.co.uk

South West
 with full UK & International travel

Overview:

Challenging, direct and open – with humour & intuitive approach. A media training coach, with extensive newsroom experience and blog marketing credentials. Chris's fields range from media relations, media coaching, public relations strategy, and press release production to social media marketing, blogging outreach and SEO copywriting. Chris draws on more than 15 years' senior editorial newsroom & magazine positions combined with a drive and passion for excellent communication and media relations delivery.

Coaching Examples

- ✓ Media Training – Group Director EDF Energy
- ✓ TV & Press appearances – Group Director EDF Energy
- ✓ PR Crisis Management – Trollbeads (Global B2C & corporate)
- ✓ Copywriting – Calor Gas, Apple, NFU Mutual, Barclaycard
- ✓ Social Media Strategy – Further Education Colleges

The Paperwork, Training & Memberships:

- Full membership of National Union of Journalists (NUJ)
- NCTJ-qualified Journalist in post-grad Print Journalism (National Council for the Training of Journalists)
- HootSuite Certified Pro Trainer (World's leading social media platform)
- MA Professional Writing – studying part-time at Falmouth University

Career History:

- 2000-2001 Senior Journalist, Business Magazine Group
- 2001-2002 Business Editor, Northcliffe Newspaper Group
- 2002-2007 Editorial Consultant, KickStart Comms
- 2008-2010 Managing Editor, Link Publishing
- 2010- Present Founder, Bristol Editor (Consulting)

Specialisms:

Media Coaching, PR Crisis Management, Media Relations Strategy, Media Relations Workshops, Press Release Production, Blogging Outreach, SEO Copywriting, Social Media Management, Social Media Workshops.

International experience:

USA – Media relations strategy
Europe – Media coaching & PR management
UK – PR crisis management & Press handling

Client work from mid-level to Exec:

EDF Energy, Apple, Barclaycard, NFU Mutual, Baxi, Calor Gas, Mitel Networks, Trollbeads, Blom UK, Universal Aluminium Systems

Other things you should know...

Chris launched the UK's first fully-managed Blogging Outreach service in 2005, and is the online voice for a number of companies and individuals. He's currently studying a part-time MA in Professional Writing, on a mission to complete and publish his first fiction novel by 2015, and relaxes with walks on Cornish beaches. Chris has written six Ebooks on blogging and social media marketing.