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# Robin Leeburn

Audio production / Journalism / Marketing

Founder – Fairly Media

<https://fairly.media/>

## SKILLS

Qualified journalist; interviewing, contact-building expertise / Podcasting / Brand marketing / Excellent communications skills / Storytelling / Audio recording and editing / Scripting and storyboarding creative projects / Strong writing skills performed to deadline / Self-starter, delivering complex bespoke freelance projects linking journalism and brand-building aims / Editing, audio and script / Research / Public speaking and business consultation advice to industry-leading companies e.g. Diageo, BBC / PR and marketing / Execution of social media and traditional marketing and PR campaigns / Budgeting, data tracking and efficiency appraisals /

## EXPERIENCE

**Fairly Media**, *founder*

Founded 2017 to creating and produce podcasts, with branded content production driving revenue.

Specialism in narrative content, long-form interviews and creating brand engagement, making audio content for companies seeking to tell their story through compelling audio.

*Conversations of Inspiration* for Not On the High Street founder Holly Tucker MBE - <https://holly.co/podcast/>

iTunes business podcast chart #1 show featuring intimate, soulful conversations with leading UK business founders, such as Ella Mills of Deliciously Ella, Julie Deane of The Cambridge Satchel Company and Richard Reed, founder of Innocent.

Duties include recording and edit the show creating the intimate sound required, plus all trails and supporting audio content.

*KERB Life* for KERB food - <https://www.kerbfood.com/podcast/>

Multi-strand documentary podcast series for London street food group KERB. The commission covers all aspects of the show's creation: planning, research, scripting, presenting and editing and production. The a show carries listeners to the heart of the KERB environment, drawing listeners into the creation incredible tastes in a creative, real-world environment supporting entrepreneurialism and food passions.

*Fatherhood* - <http://fatherhoodpodcast.libsyn.com/>

An ongoing series of interviews, features and documentary episodes exploring modern parenting from a dads' view, looking to challenge stereotypes and social mores through interviews and narrative storytelling.

*We Are In Beta* for CPDBee.com – <https://apple.co/2uvzZ1a>

A freelance project working with CPDBee.com founder; editing, sound engineering and formatting a 12-part series of interviews with head teachers leading their field in delivering school results and innovation.

Fairly creates intelligent, highly structured audio content using interview, soundscaping, music and journalism techniques to create stories which draw the listener into a new world or a pattern of thought.

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## PREVIOUS EMPLOYMENT

**Luardos**, London — *Manager*

July 2011 – July 2017

Managing three successful Mexican catering outlets with a global reputation.

Precision organisational skills and focus on perfection in fast-paced catering environments.

Cultivated media and online presence through social media and print, TV and online outlets. More than 10K followers on Twitter and Instagram.

Established successful earned media exposure, collaborating with television via Food Network and CNN; online media outlets from blogs and style to food and culture websites; print publications such as GQ, Stylist, Esquire.

**Contagious**, London – *Writer/Researcher*

Aug 2009 - July 2011

Responsible for researching, reporting on and advising on key emerging communications trends and best practice.

Worked with blue chip companies (Diageo, BBC, Publicis, Google etc) through to startups and venture capitalists to track and advise on innovative marketing stance in a constantly-‘on’ digital marketplace.

Through a print magazine, online news feeds, social media, video, public speaking and face-to-face consultancy, a clear-eyed take on media, trends and strategy was delivered through simple explanation of key data and by engaging storytelling techniques.

Day-to-day technical tasks included use of WordPress and social media including Facebook, Twitter, Instagram, LinkedIn; managing databases and distributing online content; tracking marketing reach; video and audio reportage; online and offline research and investigation; building contacts and carrying out interviews; brainstorming consultancy projects and new content; obsessively proof-reading magazine articles.

**British Dental Health Foundation**, Rugby – *Head of Media*

June 2008 – Aug 2009

Responsible for public relations, including media liaison, delivering key messages surrounding oral health and sponsored partnerships.

Strategic planning of promotional work for press, radio and TV alongside health professionals (NHS trusts, private practitioners), working closely with sponsors such as brands (Oral B, Wrigley etc) and high street names (Tesco, Boots etc).

Publication of wide variety of health articles in national and regional papers, best-selling consumer magazines.

Generated more than £1.5 million worth of annual earned media coverage through inventive press releases and article ideas pitched to national media.

Co-ordinated media profile for national charity and its two annual health campaigns, National Smile Month and Mouth Cancer Action Month.

**Archant**, Exeter - *Journalist*

July 2005 – June 2008

Strong record of breaking front-page news across Archant South West’s Devon news patch.

Focus primarily on the Exmouth Journal, helping title to a (percentage) double-digit circulation increase, one of few papers nationwide to achieve such success.

Provided dynamic content on Archant South West's websites, producing video journalism and online news copy plus accompanying photographs.

Responsible for copy for four titles in Archant South West stable plus quarterly magazine. Building a varied contacts book, plus field reporting and interviewing across four patch locations. Broke and reported national stories originating on the patch.

### Plus...

**Contagious**, London, 2012 *writer/researcher (freelance)* - six month freelance stint researching and reporting innovative or market-leading advertising campaigns /

**Gift Fundraising**, London, 2003/2004, *Fundraiser* - Direct sales, more than 1000 long-term charity donors secured in tough face-to-face sales environment /

**Brewin Dolphin**, London, 2002, *personal assistant* – Assistant to Robert Skepper, funds manager, tracking stocks and shares, completing stock transactions, proof-reading and editing Mr Skepper's book 'Munich, Countdown to Calamity' /

**FHM**, London, 2002, *work experience*

## EDUCATION

**Goldsmiths, University of London**, London 1999-2002 - BA (Hons) English Literature 2:1 /

**Harlow College of Journalism**, Harlow 2004-2005 - NCTJ Journalism

**Ipswich School**, Ipswich 1991-1998 - Three A-levels (English A, Classics A, Classics B) plus twelve GCSEs (8A\*, 3A, B)

## INTERESTS

Being dad, so much fun. Sports, of all types. I play at any opportunity, run regularly. I also take a keen interest in the natural world, supporting the RSPB and Essex Wildlife Trust and enjoying walks, reading and wildlife documentaries. Otherwise: reading, from novels to longform news websites, magazines and newspapers; cinema; listening to podcasts and spoken word radio; music; gardening; cooking.

References available upon request.