

Chris Gornell

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Experience

Producer – December 2007 to present
Marie Curie Cancer Care

I am the charity's specialist in digital design, content and social media; taking briefs from internal stakeholders to provide creative solutions and manage the delivery of all digital content produced for Marie Curie's website, social media sites and other digital channels.

I line manage the digital designer, digital editor and content production freelancers, providing creative and technical guidance and ensuring that whatever is produced meets the objectives and are within agreed timescales.

Currently I am working on the creation of a new website and digital strategy the charity - due to launch in May 2010 - specifically managing the content and design workstreams.

Freelance Content Producer - August 2007 to December 2007
BBC Worldwide: BBCGreen.com, TopGear.com

I worked on the launch of BBC Green, a website promoting green issues and the environment. Collaborating with the editor and the digital agency I helped to develop the use experience design of content area and content plan.

During this time I also worked with the editorial team of topgear.com to help improve their search engine ranking by creating a suitable keyword cloud to encourage better organic ranking.

Assistant Editor - December 2004 to April 2007
EMAP Performance Interactive: Q4Music.com, Mojo4Music.com, Kerrang.com, TotalKiss.com, Smashhits.net, Aloud.com

I produced editorial content, newsletters and podcasts across six EMAP music brands, collaborating with print, radio, TV and mobile teams on advertising campaigns and to maximise the use of the content.

Alongside this I managed the production of new content areas and microsites. I created a project plan, functional specification, scope and schedule, allocated resource and managed the project team.

Some of the projects I produced during my time included a complete redesign of kerrang.com in March 2007, creating the Kerrang!, Q, and Kiss FM podcasts in 2006 and the Q Glastonbury Blog for which we won the AOP award for 'Best Innovation' in 2005.

Interactive Producer - July 2004 to November 2004
Somethin' Else: Hit40UK

I developed multi-platform promotions for the weekly Top 40 radio show, including text competitions, receiving around 50,000 entries a week, and an SMS mailing list of 15,000. I managed the daily editorial updates on Hit40UK.com and sent a weekly email newsletter.

Education

BSc Environmental Biology (Hons.) 2:2

University of Nottingham - 2000 to 2003

Specialism: Behavioural Zoology. Dissertation: Effect of ecotourism on Sea Otter population health in Monterey Bay, California.

Skills

Web: XHTML, CSS, XML, Javascript, Adobe Photoshop, Google Maps, a working knowledge of Flash, JQuery, Ajax and PHP.

Project: Visio, MS Project

IT: MS Office, audio editing, Adobe Première.

Awards

Won: AOP 'Innovation' 2005 *Q Glastonbury Blog 2005*

Nominated: AOP 'Cross-media project' 2006 *Kerrang XXV Blog*

Nominated: AOP 'Commercial Partnership' 2006 *Aloud Festivals Guide*

Nominated: DMA 'Best Podcast' 2006 *Kerrang! Podcast*

Other Details

I enjoy cooking, growing my own vegetables, music, football and photography.