

SHARON BROWN (prev. WATSON)

Communications manager, journalist, public relations consultant

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Sharon's skills in public relations are founded on many years' experience in journalism and communications and underpinned by her professional diploma from the Chartered Institute of Public Relations. Sharon's experience covers all aspects of PR, including strategy and planning, public affairs, project management, people management, crisis management, corporate identity, budget holding and media analysis as well as hands-on skills in media relations, copywriting, social media management and B2C marketing.

Sharon tackles each role with full commitment and energy, and leads by example. Her experience and understanding of how the media works make her ideal for a broad-ranging role in communication management in London or the South-East.

Employment History

Freelance journalist, editor and web manager at Sharon Watson Editorial Services Ltd 2004 - Present *Clients included Yahoo!, Business Link London, UNISON, South Staffs Water, travel, parenting and women's magazines, Colliers CRE, Newham Borough Council, New Forest District Council, TUC and a variety of SMEs.*

Director at JD Brown Limited February 2015 - Present *Communications, marketing and admin director, business services company.*

Owner at Mrs Boo's Fantastic Fudge February 2015 - Present *Home-made fudge for the discerning masses. www.mrsboo.com*

PR and Communications Manager at Youth United Foundation June 2014 - February 2015 *Communications and public affairs for a network of voluntary youth organisations working together to increase access to opportunities for young people, particularly in disadvantaged areas.*

Communications Officer at Basingstoke and Deane Borough Council July 2013 - June 2014 *Part-time role encompassing media, PR and marketing for local authority.*

Media Manager at Southampton City Council March 2012 - July 2013 *Frontline role in media management, public relations, reputation risk management, crisis communications at the South's biggest unitary authority.*

Press Officer at City of Winchester Trust June 2010 - August 2012 *Voluntary position with Winchester's heritage charity and lobbying group.*

Communications Officer, Big Local at Local Trust January 2012 - March 2012. *Interim role launching an exciting opportunity for residents in 150 areas around England to use at least £1m each to make a massive and lasting positive difference to their communities.*

Publisher/Editor-in-Chief at Family Festivals June 2009 – 2012. *News, information, advice and opinion site for music festivals in the UK and the families who enjoy them.*

Assistant Digital Editor at Amnesty International October 2011 - December 2011.

Press and Communications Manager, ITV Fixers (September 2009 – June 2011) *Responsibilities included writing press releases and case studies, pitching stories to newspapers and magazines, media relations, broadcast liaison, media launches, acting as spokesperson, media training and strategy, including communications and reputation risk management.*

Channel Manager, ITV Local (August 2008 – September 2009) *As a member of the Meridian TV news management team, managed budgets and content team, produced weekly site traffic and performance reports using web analytics, liaised with key stakeholders and contacts.*

News Editor, ITV Local Meridian (July 2007 – July 2008) *Set up the news content management systems for newly-launched ITV Local online platform and liaised with newsrooms to provide enhanced and breaking news content as well as online features and viewer generated content.*

Online News Editor, Granada Media (January 2002 – December 2003) *Editorial management, national roll out of all Granada ITV regional websites; overall editorial management and brand guardian; line management of several journalists and technical staff.*

Online Journalist, ITV Meridian (February 2000 – January 2002) *Editorial lead in ITV regional website launch team.*

Web Editor/Opinion Editor/News reporter, Nursing Standard (January 1998 – January 2000) *Mixed portfolio of roles in this weekly news magazine for nurses*

Deputy Editor, CWU Voice magazine (January 1997 – January 1998) *Day-to-day writing and editing role.*

Editor, GMB Direct (January 1987 – January 1997) *Responsibility for content and production of bi-monthly trade union magazine, including commissioning, design and print management, writing and sub-editing.*

Education History

PR Academy, Post-Graduate Diploma in Public Relations (Oct 2010 – Present)

Auckland University of Technology, Certificate in Journalism (Jan 1983 – June 1983)

Associations

Chartered Institute of Public Relations (Oct 2010 – Present)

Awards & Achievements

Texaco Industrial Journalist of the Year (Magazines), 1994.

UK Press Gazette Business Press Awards Runner-up, 1995.

TUC Journalism Awards Best Feature, 1998.

Royal Television Society Awards (Southern) Commended, 2007.

Tents and Mud and Rock 'n' Roll (Author) Pitkin Publishing, 2008.

Licences & Certifications

Full car and motorcycle licences

Media and Technical Skills

Various CMS platforms	Advanced
Sub-editing/proof-reading	Advanced
Feature writing	Advanced
Public relations	Advanced
Media training	Advanced
Project management	Advanced
Teeline shorthand	Advanced
MS Office	Advanced
Photoshop	Intermediate
Media law	Intermediate
Reputational risk management	Intermediate
E-newsletter creation	Intermediate
Management skills	Intermediate
Public speaking	Intermediate
Sony Z1 video camera	Basic
Avid video editing	Basic

References

Available on request