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AMAR PATEL

PROFILE

A London-based writer specialising in technology, arts and culture. I offer a broad range of experience – from copywriting and branding to editorial and digital strategy. Craft-oriented and research-driven, my goal is to find and shape stories in many forms, always with a compelling point of view.

QUALIFICATIONS

January 2019	Level 2 Certificate in Understanding/Working with People with Mental Health Needs, Lincoln College
March 2014	Documentary Filmmaking Diploma, London Academy of Media, Film & TV
August 2012	Full, clean driving licence
July 2012	TEFL intensive course
June 2004	NCTJ Magazine Journalism Diploma, City College, Brighton & Hove
July 2003	Pg Certificate in Sports Law, Kings College London
June 2001	LLB Law (2:1), Leicester University

EMPLOYMENT

[I MAKE SENSE](#) Copywriter | Editor (self-employed) **June 2012 >**

- SEO website copy for [Vodafone](#), home automation specialists [AI](#) and production studio [Mother Brown Films](#)
- Consulting and copywriting for international arts venue [Factory International](#), befriending scheme [BuddyHub](#) and recipe box start-up [Feast Box](#)
- E-commerce product copy for [Devieta](#), [Microsoft](#) and [Houzz](#)
- Film scriptwriting for [Xerox](#), matchmaking agency [Project 143](#) and premium knife brand [Edge of Belgravia](#); audio scripting for Broccoli Content's [Cancelled](#) podcast series about cancel culture
- Reporting for [Positive News](#) and [InMotion Ventures](#)
- Blogging about [marketing](#), [TV](#), [books](#) and [more](#)
- Social strategy for [The Plastic Podcasts](#)
- Feature writing for [The Quietus](#), [Straight No Chaser](#), and [Culture Trip](#)

CEDAR Editor

Sept 2013 > Jan 2014

- I edited the monthly in-store title for [O2](#), one of the UK's biggest retail brands, turning the marketing objectives of several stakeholders across multiple strands of the business (eg 4G, O2 Guru, Pay & Go and Priority) into customer-friendly content
- I would also meet regularly with partner agencies on through-the-line executions of the "Be More Dog" campaign. Listening, finding common ground, finding solutions

STORY WORLDWIDE Editor

Feb 2007 > March 2012

- I directed a pan-European content programme for automotive brand [Lexus](#). This comprised an APA award-winning customer magazine (published in 12 localised editions) and special projects across web and social media. Managing a bureau of more than 20 writers, I commissioned premium lifestyle content and produced overseas [drive stories](#) (itineraries, logistics, budgets). The role required close collaboration with designers and developers, alongside clients and partner agencies
- Managing Editor of Medtronic [EUreka](#), an online resource created to nurture the next wave of medical device innovators. I commissioned features, prepared newsletters, managed their Twitter and planned a blogger outreach programme

SKILLS

IT – Highly proficient in several packages (Microsoft Office, Excel, PowerPoint, Adobe InDesign, Audacity 3.0.2); familiar with Adobe XD and Figma; CMS systems including WordPress and Squarespace; Premiere Pro CC 2015; Canva image editing

LANGUAGES – A-level French, GCSE German, Gujarati (basic), studying Spanish

INTERESTS

Volunteering: Mentor at [Arts Emergency](#) and at the [Ministry of Stories](#), a non-profit that helps young people to develop their writing. [Monster Monologues](#) anyone?

Arts management: Advisory committee member with [Sister Midnight](#), who will be opening Lewisham's first [community-owned](#) music venue in 2024

Social Enterprise: I was a co-director and producer of "polymath group" [Soul Labels](#). We helped artists enter the creative industries through a mix of exhibitions, workshops and other projects. This has now evolved into [Free Form Frequency](#)

Radio: Contributor to Broccoli Content's [Anthems](#) series and a radio host on [Boxout FM](#)

Documentaries: I scripted and co-produced a feature about musical genius [Charles Stepney](#). And here's my [short film](#) exploring the role of the humble 'caff' in British society

Sport: HIIT, running, kickboxing, occasional five-a-side football (I am a team player 😊)

REFERENCES (See [LinkedIn](#) for more.)

Jim Boulton, [Inqdrop](#) co-founder and [Digital Archaeology](#) curator: jimboulton@gmail.com
(I worked with jim at Story Worldwide when he was Deputy MD. He then became a client.)

Paul Alexandrou, Co-founder of innovation company [Modern Equivalent](#):
paulalexandrou@gmail.com

(PA managed me for two years while he was Executive Creative Director at Story Worldwide.)