

# DAN FROST

[djmfrost@gmail.com](mailto:djmfrost@gmail.com)

+44 (0)7801 846388

[danfrostonline.weebly.com](http://danfrostonline.weebly.com)

[@danfrosttweets](https://twitter.com/danfrosttweets)

*Arts, entertainment and lifestyle journalist, with nine years' experience in newspapers, magazines and online. Highly-experienced sub editor, commissioning editor and SEO-trained writer, with multiple freelance commissions for award-winning publications and websites.*

## Journalism

### **Brash UK (Glam Media) – [uk.brash.com](http://uk.brash.com)**

*Editor, June 2013 – Present*

- Taken on to manage new men's lifestyle website, part of Glam Media group (seventh largest online media company in the US). Within my first two months, monthly unique users were up by around 50,000.
- Write SEO-driven content on fashion, grooming, tech, sports, food/drink, music, film, TV and gaming. Source articles from a huge range of blogs in the Glam portfolio to run on the Brash portal homepage.
- Schedule posts and tweets for optimum times to maximise traffic. Use Google Analytics to monitor traffic.
- Work with Sales department and bloggers to create client-driven content for major campaigns, including Pacific Rim and Man of Steel movies.
- Use Photoshop to edit images for web publication.

### **Scout London**

*Editor, January 2013 – April 2013*

*Deputy Editor, June 2012 – January 2013*

- Planned and produced each edition of a weekly arts and entertainment 'freemium' magazine for London until its closure in April 2013. Devised, commissioned and edited all content, including interesting and original cover features that would make the product stand out in a competitive market.
- Came up with eye-catching cover design ideas and gave direction to the art department.
- Used contacts to secure exclusive content for the magazine and website, including competitions, partnerships and high-profile interviews with the likes of Trey Parker & Matt Stone, Scissor Sisters, Seasick Steve, Freddie Fox, Johnny Vegas, Marcus Brigstocke and numerous high-ranking figures in the arts.
- Managed a bank of over 20 freelancers, two permanent staff and an editorial budget in excess of £50,000. Negotiated fees and oversaw the control of costs.
- Produced, commissioned and uploaded content to the website, and used social media to draw traffic and build the profile of the magazine. During my three months as Editor, Twitter followers increased by 10 per cent.
- Sub-edited copy using InDesign, and wrote snappy headlines and sells.
- Worked closely with the advertising department to exploit commercial opportunities arising from editorial content.
- Set and maintained the editorial tone – always accessible yet authoritative, playful and irreverent.
- Used Photoshop to edit images for print and web publication.
- Oversaw the move to a higher-quality paper and negotiated affordable rates, leading to a 15 per cent rise in advertising revenue.
- Came up with new distribution strategy designed to maximise exposure and marketing potential.
- Organised for the magazine to be displayed and distributed in public places such as theatres, galleries and pubs.
- Learnt a huge amount, very quickly, about how to run a magazine – editorially and commercially. Further improved my people management skills and became a more confident negotiator. Also became more decisive and learnt to make quick decisions while juggling multiple demands.
- Further improved my sub editing, feature-writing and interviewing skills, while honing my web-publishing skills.

### **South London Press**

*Arts and Entertainment Editor, January 2009 – February 2012*

*Deputy Arts and Entertainment Editor, March 2008 – January 2009*

- Managed the Arts Desk, with responsibility for a weekly supplement that covered music, film, TV, theatre, art, food, comedy, lifestyle and family day out features.
- Generated and wrote topical features. Arranged and wrote exclusive interviews with celebrities including Florence Welch, Tinie Tempah, The XX, Timothy Spall and Pete Postlethwaite. Wrote film, theatre and live music reviews. Covered arts-related news stories for the main paper.
- Managed freelancers and arranged all commissions, including weekly film and theatre reviews. Edited all copy.

- Sourced pictures and directed photo shoots.
- Uploaded articles to the web using up-to-date search engine optimisation techniques. Set up, maintained and monitored the supplement's Twitter feed, using it to promote editorial content and engage with readers.
- Managed a junior member of staff and interns.

### **Running Fitness magazine**

*Freelance copy editor and proofreader*  
June 2007 – May 2009

Proofed, edited and rewrote for publication all submitted news and features, often produced by non journalists.

### **The Mercury & South London Press**

*Senior Reporter*  
May 2007 – March 2008

Covered all news in the Borough of Greenwich, including gang-related murders and the Cutty Sark fire. I secured exclusive interviews with families of murdered teenagers and negotiated for myself and a photographer to be lowered by crane into the burnt-out shell of the Cutty Sark – one of only three news teams allowed to do so. I used FOI requests and contacts to secure multiple off-diary exclusives, including pieces on youth pregnancy levels, a prostitution ring and the number of children sent out of the borough for schooling. I reported from political meetings and court cases, and from diary events such as royal visits and Michael Jackson's appearance at The O2.

### **East Grinstead Courier & Kent and Sussex Courier**

*Reporter*  
August 2005 – April 2007

Learnt the ropes as a trainee reporter: covered my first court cases, including one murder, and reported on multiple local government stories; did my first death knocks; learnt how to nurture and maintain contacts; attended numerous major incidents; generated many exclusives, both hard news and human interest; and wrote many features. Due to my achievements in East Grinstead, I was promoted to cover a much larger patch where the paper was suffering a serious decline in circulation and reputation. I re-built trust in the newspaper through dedication, relationship-building and exclusive stories. During my six months there, circulation increased by 15 per cent.

### **Freelance journalism**

Publications include: Time Out (regular contributor), The Sun, Lonely Planet, Virtual Festivals, Londonist, Sabotage Times, Culture 24, Drowned In Sound, Jetlife Nigeria, The Argus (Brighton), Camden New Journal, Boxfresh, Itchy City Guides, Morning Advertiser, Lime Magazine, Worthing Herald, Crawley Observer, China Daily.

### **Copywriting**

I have freelanced for several major film advertising agencies, including Empire Design, The Creative Partnership and All City Media. I have written numerous taglines and trailer scripts for films including Les Miserables, Diana, The World's End, Trance, Philomena, Rush, I Give It A Year, Side Effects, Kick Ass 2 and About Time. Other commissions include press releases, corporate websites and band biographies.

### **Education**

2004-2005  
City College, Brighton and Hove

**NCTJ Diploma:** Newspaper Journalism

2002-2003  
University of East Anglia, Norwich

**MA:** American History and International Relations (Distinction)

1998-2001  
University of Kent

**BA:** American Studies and History (1)

### **Skills / Achievements**

- NCTJ National Certificate Examinations – passed on first attempt.
- NUJ Online Journalism course completed May 2011. Covered SEO, content management systems and HTML.
- Shorthand – passed with distinction at 100 words per minute.
- Excellent presentation skills – I have hosted Q&A interviews with film directors at Clapham Picturehouse and currently co-host a music radio show on Resonance FM.
- Official judge for the UK Festival Awards.