

JOE GEESIN

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PERSONAL PROFILE

Highly driven with a passion for connecting with people through work, I have a successful background in Marketing, Advertising and PR. I have striven to develop myself across PR and Music Industries, augmented with proven networking skills and multi-disciplinary procedural development.

Freelance work in the music industry has led to successful collaborations with high profile artists, magazines and record companies, with many projects managed and completed since 1992.

A passion for science and education has led to provision of home 1:1 tuition while continuing to write within the music industry.

CAREER HISTORY

1990 – to date: Freelance Music Journalism, Marketing and PR.

- Freelance writing and research for Record Collector Magazine and numerous record companies; features, interviews, sleevenotes, reviews, and discography compilation.
- Record Collector Magazine – Assistant Editor; Rare Record Price Guide 2002.
- Planning and managing PR campaigns; Researching and writing press releases; working with artists, labels and regional, national, international, specialist and online media.
- 2007-09 Republic Media PR – Successful campaigns include The Zombies, Mike Batt, The Storys, Flipron, Ali Campbell and Rodrigo Y Gabriella; cover stories in national, online and specialist media.
- Work also published in New Scientist, Nano Magazine, Classic Rock, Blues Matters and Kerrang!
- Over 210 published interviews, 380 features / articles / news pieces and 3950 CD and live reviews.
- Consultancy, sleevenotes, interviews and compilation for over 100 CD / DVD releases.
- 1991 – 2001; Fanclub editor, marketing and PR for Cozy Powell, Nazareth and Paul Samson.
- 2007 – 2014; Agency and voluntary Teaching Assistant / Cover Supervisor in primary and secondary schools across Sussex, London and Hertfordshire. Home 1:1 tuition to GCSE Maths, Science and A Level Chemistry.

March 2015 – August 2017: NHS (Good Hope Hospital) – Faculty Administrator.

- Development and management of mentorship and leadership courses, working with external providers and course leads. Streamlined the transition of courses from Provider to Commissioning.

August 2013 – September 2014: University of West London – Placements Administrator.

- Worked with NHS educators to plan, allocate and manage successful student placements.
- Proactive management of DBS and OH applications for Nursing, Midwifery and Social Care students.

August 2011 – July 2013: Nano Magazine – Writer / Researcher.

- Researched and edited technical reports. Writing and email research for reports and online database.
- Editing of and publication on www.nanomagazine.co.uk.

December 2009 – September 2010: Rayat London College – Student Coordinator.

- Implemented new streamed administrative systems. Managed the training of new team members.
- Managed enrolment, attendance and examinations and fees. Improved reporting to the UKBA.

January 2001 – March 2007: Middlesex University – Advertising Officer.

- Coordinated corporate and recruitment advertising across schools / services; print, outdoor and online.
- Developed advertising campaigns; advertising buying with increase coverage and reduced cost.
- Streamlined administration systems and managed site visits to monitor outdoor advertising.

PR, WRITING AND RESEARCH CLIENT LIST

- Record Collector Magazine
- Nano Magazine
- Ron Geesin
- Nazareth
- Cozy Powell
- Paul Samson
- Republic Medic PR
- www.metaltalk.Net
- www.withguitars.com
- www.getreadytorock.com
- Demon Music Group, Sanctuary / Universal
- Angel Air, Snapper, Captain Oi!, Union Square
- Rodney Matthews
- Andy McMaster (The Motors)
- Blues Matters Magazine

PUBLISHED WORK

- http://www.joegeesin.com/Joe-Geesin_Published-Work.pdf

SKILLS

- IT literate in Macintosh and Windows platforms.
- MS Office, Adobe Photoshop, Quark Xpress, Dreamweaver, C++ C&G III, Oracle Financials.
- Research, writing and sub-editing for various technical and artistic subjects.
- Communication and presentation (PR, press release / advertising copywriting, campaign management)
- Teaching, training and coaching (classroom, office, rugby field); home 1:1 tuition.

INTERESTS

- Science, including metallurgy and environmental science.
- Music – collecting and ongoing freelance research, writing and journalism.
- Rugby – playing, specialist positional coaching.
- Reading.

EDUCATION / QUALIFICATIONS

NESCOT (North East Surrey College of Technology)

September 1996 – July 1998 **2:1 (Hons) BSc. Environmental Management**

January 1993 – December 1993 **HNC Pollution Management**

- Pollution (including Chemistry of Monitoring and Remediation)
- Waste Management (including Recycling, Landfill, Incineration)
- Toxicology, Ecology, Genetic Engineering, Food, Health / Safety, Internal Environment
- Environmental Law (including Environmental Protection Act)
- **Dissertation / Project: Heavy Metal Soil Contamination & Bioaccumulation (BSc)**
Zinc, Iron, Cadmium and Lead soil concentration through incineration of waste, soil mobility and respective bioaccumulation in indigenous nettles (*Urtica Dioica*).
- **Dissertation / Project: Landfill Leachate (HNC)**
In collaboration with East Sussex County Council, who acted upon the results.
- **Research work for Dr Joan Farrer on Environmental issues**
Contact of colleges with environmental courses.
- **Workshop on recycling given to local primary school**
Interactive work with 10/11 year-olds, with demonstration on sorting recyclable materials.
- **Work Placement: East Sussex County Council (HNC)**
Successful implementation of recycling credits scheme, design and publication of leaflet / map for County-wide household waste sites.

www.teflexpress.co.uk

2011 **Level 6 TESOL - TEFL 120 Advanced Certificate (merit)**

- Classroom Management, Resource Management, Teaching and Assessment

Quality Culture

2017 **ILM3 (Institute of Leadership and Management)**

- Leadership and Communication, styles, benefits and barriers. Two assignments average 80%