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Writer, Editor, PR, Magazine Designer, Website & Social Manager, Academic  
Sectors: :Luxury Lifestyle inc. Beauty, Travel, Health, Cars etc. plus  
Entrepreneurship/Business.

# Lisa Curtiss

## OVERVIEW

A highly experienced and skilled writer, editor, PR and academic. Delighted to provide support in these areas and also magazine/newsletter design, website/blog creation and management, social media management, event support, photography, brand content creation, brand strategy and copywriting. Also, lecturing, course creation, online teaching. Available for ongoing or project based freelance support.

## SKILLS

Journalism, Editing  
Editorial Direction & Management  
PR / Media Relations  
Wordpress Website / Blog Creation and Management  
Brand Content, Copywriting and Photography  
Social Media  
Event Management and Support and more....

## CAREER

CURRENT:

*Editor in Chief, Kensington & Chelsea Review*

Editor in Chief for the print and digital magazines, plus web and socials. This title covers luxury lifestyle, travel, dining, beauty, culture, cars, events and more.

[www.kensingtonandchelseareview.com](http://www.kensingtonandchelseareview.com)

*Beauty & Style Editor, Car Editor, Travel and Wine Writer, Luxury Lifestyle Magazine*

Member of LLM's core editorial team. Editor of the above sections and writer for travel, dining, health, spas etc. [www.luxurylifestylemag.co.uk](http://www.luxurylifestylemag.co.uk)

*Leadership Network VIP Contributor, Entrepreneur.com*

Selected as one of this global giant's VIP contributors. Writing on PR, entrepreneurship, media relations etc. [www.entrepreneur.com](http://www.entrepreneur.com)

*Founder, Publisher & Editor in Chief, The Successful Founder*

TSF (formally Entrepreneur & Investor Magazine) covers all things enterprise and luxury lifestyle too. Print and digital quarterly high end magazines and web.

[thesuccessfulfounder.com](http://thesuccessfulfounder.com)

*Magazine Designer, Kensington & Chelsea Review & The Successful Founder*

Responsible for the design and creation of magazines for these titles. (using Adobe InDesign).

15 + YEARS

*Freelance PR, Brand and Marketing Consultant, Various agency and in-house posts*

Working predominantly in the luxury, travel, lifestyle and automotive fields, on media relations projects, organising events, devising strategy, brand identity, marketing and identifying and forging brand relationships and creating digital content.



15 + YEARS

*Freelance Writer, Various publications and brands*

A writer for a wide variety of titles in the UK and overseas for many years. Titles include national daily newspapers, Sunday supplements, national women's magazines, health and wellbeing magazines, airline titles, brand titles and car magazines too. Subjects written on include travel, beauty, cars, wellbeing, health, entrepreneurship, psychology of success, mindset, spirituality and more..

6 YEARS TO MARCH 2021

*Course Leader & Senior Lecturer in Journalism, PR, Luxury Brand, Marketing, Comms*

Course Leader for MA Luxury Brand Management  
Senior Lecturer in Journalism, PR, Advertising, Marketing and Enterprise.  
Course Leader BA (Hons) Writing Fashion & Culture.  
Fellow of the Higher Education Academy (HEA)  
External Examiner, London College of Fashion UCL MA Fashion Journalism (Current)

2 YEARS - CURRENT

*Volunteer, Commercial Advisory Board, Cheetah Conservation Fund UK*

Working as part of the charity's Commercial Advisory Board to develop partnerships, sponsorship and positive exposure.

2 YEARS TO 2014

*Editor in Chief, Lifestyle Editor, MoneyMaker Magazine*

A high end print magazine covering entrepreneurship, investing and luxury lifestyle. Started as Lifestyle Editor, and progressed to take on responsibility for all editorial.

2 YEARS TO 2009

*Senior Brand & Product Communications Consultant, Constellation Brands Inc*

Brief to introduce the top end luxury Californian Robert Mondavi brands to the UK public in a meaningful way plus re-affirming product desirability to top sommeliers / 1st class culinary establishments. Developed the strategy and executed a campaign in conjunction/harmony with £6 million ad spend in lifestyle and trade media. Created brand relationships with a host of organisations including Rotary Club HQ, Waterstones, Institute of Hospitality, RIBA, Californian Wine Board, IoD, Royal Horticultural Society, Hilliers and so on through joint media initiatives and special wine experience events in prestigious locations. Created and sponsored a major annual sommelier award. Worked with celebrity and film publicity agents, advertising and direct marketing agencies to maximise potential publicity from two wine films released.

15 MONTHS TO LATE 2006

*Web Manager, North Dorset District Council*

Most senior internet and Intranet staff member at the Council. Completely re-developed the internet and intranet working with E-Gov advisors in line with newly introduced directives. Strategic direction of both sites in line with communications objectives, day to day content management editing /authoring/provision of virtual help desk and systems training. Representing the council at County level, direction and management of web/IT and EGov contractors and consultants. Also offering external and internal comms advice and developing brand values and identity guidelines.

2 YEARS TO JAN 2005

*Marketing Communications Manager, Fitness First Plc.*

Then the world's largest chain of health & fitness clubs with 300 plus outlets. Most senior comms staff member. Developed strategy to win new members, retain existing, elevate the quality of the brand, instigate detailed 'all-scenario' crisis management plans and internal communications programmes. Directed execution of PR and brand affinity campaigns, consumer agencies and team of dedicated staff, liaising also closely with the board plus marketing and advertising personnel to ensure message consistency and maximum impact. Successfully handled a number of high profile crisis issues.

Developed and cultured relationships with makers of Power Plate and their celebrity users, vitamin manufacturers, Fuji apples, Nike, NZ Rugby Sevens and other sports stars incentivised to use the flagship club facilities/have as brand ambassadors. Also worked with TV production teams for Iron Man, Survivor and Fear Factor programmes and established key instructors as spokespersons for the industry to speak on the likes of This Morning, GMTV on any health and fitness issues.

International lifestyle media targeted included UK titles such as Men's' Health, Maxim, Cosmo, Elle, Good Housekeeping, Top Santé, national dailies and their weekend supplements etc.

2 YEARS TO 2003

*Global Editorial Director, BAR Lucky Strike F1 Team*

Overall responsibility for the maximisation of on message media coverage within lifestyle media on a global basis. Developed the international media communications programme including exclusive yet newsworthy 'red letter'/money can't buy events using the F1 drivers allocated days.

Directed overseas BAT countries representatives and their key media, handling film crews etc from across the world, ensuring security issues, travel arrangements, devising and working to minute by minute itineraries, broadcast equipment, venue suitability, live coverage feeds, managing two of the worlds most well known racing drivers and governing 121 interviews to ensure desired line of questioning.

3 YEARS TO 2001

*PR Manager, NTL. (Virgin Media)*

Tasked with the introduction of its broadband offering to the UK with focus on lifestyle media/dailies. Part of the programme included maximising the value of British Lions Rugby sponsorship, crisis management, media relations, major product and service launches, key message identification and communication, measurement and evaluation, working closely with government departments (health, education, military) and emergency services, advising on content, message and USP identification with sales and brand management teams, corporate and investor relations, community relations. Translation of technical material into 'consumer speak'.

1991-1998

*Senior Account Director, Golley Slater, PR Account Director, FCM, PR & Brand Account Director, Phase Group, Account Manager, SPK, Account Executive, Willoughby Stewart Associates.*

Clients included: Renault UK, Give Blood, Ciba Vision, Lloyds Pharmacies, Tampax, Breville, Beaulieu Motor Museum, Fairline Boats, Peter Insull Yacht Charter, Sunsail, Caterpillar, Dreamland and many more...