

# Christopher Shevlin

## Curriculum Vitae

Experienced writer, trainer, consultant – and author of four books

### Basic information

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| <b>Date of birth:</b> | 31 December 1973                   | <b>LinkedIn:</b> | <a href="http://lnkd.in/Xk5fgQ">http://lnkd.in/Xk5fgQ</a> |

### Selected freelance experience (since 2003)

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#### Writing

- Devising and writing a CSR **report** for **SABMiller**, told through a day in the life of African employees. I also wrote a short, funny **script** for them, helping employees talk about alcohol.
- Ghost-writing a senior **PwC** executive's **blog** for the **Harvard Business Review**. PwC later sent it out to staff as an example of how they wanted to sound – refreshingly frank.
- Writing **marketing concepts** for **Danone**, testing them on focus groups, and liaising with brand, legal and regulatory departments to make sure we got the messages right.
- Re-writing and editing a **report** presented to world leaders at the **World Health Organization** – making scientists' and academics' writing accessible but accurate.

#### Training and coaching

- Designing and running courses on **web-writing** for **CIPR** and **speechwriting** for **ABB**.
- Devising an **eLearning course** on writing for **RBS**, working with a specialist company.
- Designing and running **brand-writing workshops** for **National Grid**, in the UK and the US.
- Inventing the writing-training techniques **Who Do Know™** and **Four-Question Feedback™**, which I've since licensed (non-exclusively) to **Mary Gober International**.
- Running **writing, tone of voice** and **grammar** workshops for clients of **The Writer**.
- Doing **individual coaching** for staff at **RBS**, **Barrie & Hibbert**, and the **Audit Commission**.

#### Consulting

- Helping the **Bank of England** to develop a **new process** for writing reports, including **coaching** staff in drafting and feedback techniques.
- Helping **Inmarsat** with **user experience** and **information structure** for their intranet revamp.
- Devising a **giant board game**, including rules and questions, for **DFID** to use at festivals.
- Inventing a way for **Google** to use **gamification** to get teams of non-specialist writers to come up with good descriptions of restaurants for Google Maps.
- Consulting on the **RBS Customer Charter**, and auditing the bank's communication.

These few examples are to show the breadth of my experience. If you'd like more, please just ask.

## Publications

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My first novel won me representation by the prestigious literary agency **Curtis Brown**. When they couldn't find a publisher, I set up my own: Albatross. The book became an Amazon bestseller, with good reviews in the *Guardian* and *Stylist*. I also ran a Guardian Masterclass in self-publishing.

**Jonathon Fairfax Must Be Destroyed** **Albatross Publishing, 2017**

The recent sequel to *Perpetual Astonishment*, edited by Scott Pack, the former head of HarperCollins.

**The Perpetual Astonishment of Jonathon Fairfax** **Albatross Publishing, 2012**

A comedy that's become a #1 Amazon bestseller, with over 30,000 sales and 600 reviews.

**Writing for Business** **Penguin, 2005**

Part of Penguin's *Writers' Guides* series. It breaks writing down into a series of easy steps.

**A Simple Guide to Email** **Pearson Education, 2003**

Part of Pearson's *Simple Guide* series. It tackles both the writing and technical sides of email.

## Education

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**1997** **Royal Holloway, University of London**

I have a first-class BA in Media Arts, and twice wrote and produced prize-winning short films for the University's entry in the Fujifilm Scholarship Awards. I specialised in scriptwriting.

**1994** **University of Hull**

I have a certificate in psychology from the University of Hull.

## Other skills

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### Computers and programming

Word (including macros and styles), Excel, PowerPoint, Scrivener, and Visual Basic programming. WordPress, HTML, CSS, PHP for web design. FileMaker Pro and Access relational databases.

### Graphics and design

I use Adobe Illustrator and InDesign for design, illustration and page-setting.

### Languages

Conversational German (A-level and two years in Berlin). Good but rusty French. Some Spanish.

### Driving

I have a full, clean driving licence.

## Interests

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I love comedy and I perform in improvised theatre shows, including two at the Edinburgh Festival. I'm also fascinated by history, and will one day finish my half-written novel set in the Boer War.

*(I updated this on 24 October 2017. If you'd like to get in touch with my referees, please ask.)*