

Christopher Shevlin

Curriculum Vitae

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

Basic information

Address:	27 Queenswood Close, Leeds LS6 3LZ	Email:	chris@shevlin.org.uk
Mobile:	+44 7946 580613	Website:	www.shevlin.org.uk
Date of birth:	31 December 1973	LinkedIn:	http://lnkd.in/Xk5fgQ

Selected freelance experience (since 2003)

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

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

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

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

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.)