

Philip Bradbury

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Summary

- Writer, reporter, columnist, editor and publisher
 - Website (Online) Editor
 - University lecturer, business coach and corporate trainer
 - Qualified accountant (ACA, BBS) and experienced businessman
 - BBS - Bachelor of Business Studies degree [Economics & Accountancy majors]
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Summary list of writing/publishing experiences

- Reporter for weekly newspaper,
 - Editor for national magazine,
 - Co-Publisher (with my wife) of national magazine,
 - Columnist for magazines in New Zealand, Australia, Czech Republic and South Africa,
 - Writer of 11 published books,
 - Professional freelance writer, proof-reader and editor for clients in Australia, Czech Republic, Norway, Slovenia, Germany, Romania, Arabia, Britain, Canada and America.
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Detailed list of writing/publishing experiences

Professional freelance writing

1. Set up three websites to help find freelance work.
2. Currently proof-read, edit and write for several clients, including:
 - Czech Republic business magazine – *Trade & Industry*
 - South African magazine – *Odyssey*
 - Kathi Fowler, Australian chartered accountant website – <http://www.thebeancountess.com/>
 - Hugh Culver, Canadian business coach's book – <http://www.hughculver.com/>
 - Scott Peckford, Canadian mortgage broker's book - www.robyourbank.ca/credit
 - Anthony Wilkinson-Denny, London business coach's website and course – www.exquisiteminds.com
 - Denise Roberts, London event organiser website - www.workshopdirectory.co.uk
 - USA psychologist website – Kongit Farrell
 - USA gift website – www.wippygift.com
 - Elle Woods, Australian numerologist's website and book – www.numerology4sceptics.com

For the books, I contact "experts" like banks, mortgage brokers, psychologists and many others in order to bring together the required information.

Project Management – Online Editor for website

Content Editor and Writer, till the project was cancelled.

1. Project managed the creation of the website, based on the outline provided.
2. Designed the "customer journey", from customer first-contact through the various functions available, through to them spending their money in the website, for each of the several "customer types".
3. Worked with website technicians to create the website I wanted to see, including time-lines, structural set-up and functionalities required.
4. Planned the lists of topics on which the writers (including me) were to write - about 12 articles per day, every day - for the next year.
5. Found around 40 expert writers around the world to contribute regular articles on particular subjects.
6. Edited and proofread the articles as they came in - some required rewriting by the writers and some simple proofing by me. There was, then, constant contact with those writers, ensuring their articles were on time, on topic and appropriately worded for our audience.
7. I also wrote the Privacy Policy, Terms of Service and FAQs - these were checked by the Technical

Director and Marketing Director for compliance with DDA, FSA and E-commerce regulations, worldwide.

8. I used *WordPress* to set up each article, writer profile and much of the format and content of the site.
9. I was the only employee in England - most of the others were in Barcelona and some were in Latvia and Brazil too. So, all communications were via email and CMS.
10. Having been a writer and publisher, I am fully competent with the MS Office suite (Word, Excel, Powerpoint, Access), Photoshop, InDesign and several other programs.
11. All of this was done as a team, with myself (Editor/Writer), the Marketing Director and the Technical Director.

Input magazine – Co-owner

- What we did – my wife and I bought a free, loss-making provincial magazine and turned it into a paid, successful national magazine.
- Contracted with expert writers around the world for their articles, proofed and edited them and created a monthly magazine.
- Obtained advertisers to pay for the magazine – employed staff to do this.
- Content – New Age/spiritual, conscious living, personal development and environmental
- Circulation – 5,000 monthly

Rainbow News magazine – Editor

- Contracted with expert writers around the world for their articles, proofed and edited them and created a two- monthly magazine, along with design staff.
- Content – New Age/spiritual, conscious living, personal development and environmental
- Circulation – 45,000 monthly

Qualifications

BBS - Bachelor of Business Studies degree [Economics & Accountancy majors] at Massey University

ACA - Member of Institute of Chartered Accountants

ACIS - Member of the Institute of Chartered Secretaries and Administrators

ACIM - Member of Institute of Corporate Managers

CAT - Certificate in Adult Teaching at Bay of Plenty Polytechnic

My books available on Amazon:

Books (real, paper books) published and available online:

- Conversations on Your Business <http://amzn.to/armZ1w>
- Stepping Out Of Debt <http://amzn.to/cRxYII>
- The Lawless Way <http://amzn.to/dzoz4x>
- Change Your Mind, Change Your World <http://amzn.to/dh2CIA>
- Dactionary <http://amzn.to/9F142T>
- The Meaning of Larf <http://amzn.to/90pBwa>
- The Royal Bank of Stories <http://amzn.to/cbGORE>
- Understanding Men <http://amzn.to/cedKt0>

Magazines I have written for:

New Zealand	Rainbow News, Connections, Body Mind Spirit, In Touch, Nexus, Healthy Options, New Age Magazine, Fatherhood, Relationships, Input
Australia	Being Now, Insight, Art of Healing, Conscious Living
South Africa	Odyssey, Namaste
Czech Republic	Trade and Industry

Technical Skills

- Proficient in MS Office programs - Excel, Word, Access and Powerpoint
- Graphic design – Indesign, Photoshop, Illustrator
- Websites – WordPress

Writing Awards

- March 2010 at <http://bit.ly/cqqK5x>
- July, 2010 at <http://bit.ly/97oQga>
- August, 2010 at <http://bit.ly/aX1eLi>

List of Lecturing/Teaching experiences

- Lectured at Polytechnic for eleven years.
- Taught business courses to Chamber of Commerce members.
- Was a business change consultant.
- Was a corporate trainer for a London bank, training senior government officials from developing countries.

Freelance Writing Referrals (other referees available on request)

Thank you for your commitment to excellence!! Philip managed to capture my request exactly meeting all agreed deadlines and finishing well within schedule... I have no hesitation recommending Philip Bradbury.

Anthony Wilkinson-Denney, www.exquisiteminds.com

Philip is an 'easy' communicator and great to work with.

Denise Roberts, Loud Voice Publishing and <http://www.loudvoice.co.uk/>

Philip is an excellent addition to our online team and his work is not only of a consistently high standard but he went above and beyond his contracted role to help us. Philip's industry knowledge is excellent and his writing style is easy to read and easy to understand by the layperson. I would not hesitate to recommend his services.

Kathi Fowler, The Bean Countess, Australia, <http://thebeancountess.com>

It was great to have Philip for my first project. Patient, flexible, professional and great at relieving my stress with his sense of humour. He was able to help me with work beyond what was required. Thank you Philip.

Elle Woods, Australia, www.numerology4skeptics.com

The work was professional and timely. Any issues were quickly resolved.

Hugh Culver, USA, <http://www.hughculver.com/>

Philip exceeded my expectations by providing his project milestones before deadline and by writing the 10 articles before due time. A fantastic provider. Thank you Philip! **Trevor Jones, USA, www.wippygift.com**

Very good thanks Philip - Nice injection of Humour! **Dave Sprake www.accountant.info**