

**CURRICULUM VITAE
CERI ANNE SCHOOLING**

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CAREER HISTORY

May 2002 – to date

Independent freelance PR consultant, PR in Action

- Wide range of projects undertaken, involving media relations, strategic planning and campaign management.
- Clients have included Trango, a disaster management company, for whom I conducted a media relations campaign targeting national, trade and local press.
- In addition, media relations undertaken for best-seller *Don't Call the Midwife* (soon to be made into a BBC drama), achieving coverage in national press, national radio and regional press throughout the UK.

Nov 1999 – May 2002 **Craigie Taylor, Head of PR**

- Based in Guildford, Surrey, Craigie Taylor (now known as Brand Rapport) was a PR and sports sponsorship agency employing 50 staff.
- My role involved directing a team of 11 people, and the accounts included *V Shop, UGC Cinemas, Cannons Health Clubs* and *Crest Nicholson*.
- As well as client liaison, responsibilities included new business development (accounts won included Nautica clothing), recruitment, training and budget management.

May 1988 – Oct 1999 **Shandwick - Associate Director**

- Clients - Lever Brothers (Persil, Comfort, Domestos, Dove, Lux), ICI (Dulux Paints), Nestle UK, Teltscher Brothers (Taboo and Tipples)
- My work for *Lever Brothers* at Shandwick encompassed virtually every aspect of public relations:
 - New product launches
 - Roadshows (£1m roadshow for the launch of Persil Power, visited by 200,000 consumers)
 - Crisis management
 - Sports sponsorship – Euro '96, with Persil sponsoring Liverpool as a City Host
 - Brand sponsorship, e.g. Comfort Health Visitor of the Year, Domestos Forum at the Good Food Show, Persil Recycling sponsorship, winner of 1993 PR Week Award
 - Promotions - Dove Skin Care Guide with the NCT and a major promotion between Lux and Blockbuster.
- For *Lever Europe*, I was responsible for the creation of several pan-European programmes for local implementation.

- My work for *ICI* involved new product launches for Dulux Paints and an intensive consumer media relations programme, managing a team of seven people. The Dulux House won the 1998 PR Week Award for Best Consumer Campaign.
- For *Nestle UK*, I managed a project to create an exhibition area within the head office.
- On behalf of *Teltscher Brothers*, I directed a consumer and trade media relations programme to promote Taboo and Tipples drinks brands.
- In addition, accounts I handled included Seagram UK (wines and spirits), Pillsbury (chilled dough) and the Cognac Information Centre.

PREVIOUS EMPLOYMENT

Nov 1986 - May 1988 **Geoffrey Cameron Associates - Senior Account Executive**

- A small advertising/public relations agency, I was responsible for account handling on advertising and promotional campaigns for clients such as British Telecom and Marrant Sports.

Sept 1985 - Nov 1986 **VNU Business Publications.**

- Employed on leading trade publication 'Computing', handling over 200 clients.

EDUCATION:

1990	CAM (Communications, Advertising and Marketing) Foundation Certificate
1989	Wine and Spirit Education Trust Certificate
1982-1985	Manchester University B.A. Hons III in English Language and Literature Winner of John and Edith Lang Scholarship 1984
1980- 1982	Newman College, Preston Four GCE 'A' levels (2 A's and 2 B's)
1975-1980	All Hallows R.C. High School, Preston. Ten GCE 'O' levels (5 A's and 5 B's)