

# Oliver Atwell

Email: [oliver.atwell@gmail.com](mailto:oliver.atwell@gmail.com)

Tel: 07761 070 583

Web: [www.oliveratwell.com](http://www.oliveratwell.com)

LinkedIn: [www.linkedin.com/in/oliver-atwell-8a654055/](http://www.linkedin.com/in/oliver-atwell-8a654055/)

## SKILLS

- Features
- Interviews
- Book reviews
- Exhibition reviews
- News writing
- Copy-editing and proofreading
- SEO
- Web content
- Video content
- Content strategy
- Editorial administration
- Picture research
- Competition judging
- Microsoft Office
- Adobe Creative Suite

## WORK EXPERIENCE

### Freelance writer

August 2017 – present

London, UK

Since mid-2017, I have been working as a freelance writer and journalist for various print and web publications, including *Amateur Photographer Magazine*, *Black + White Magazine*, *Vice*, *Master Photographers Association* and *Photomonitor*. I also regularly produce eight to ten articles a month for the website *Photocrowd* where I interview a range of photographers and produce technique articles that I then design, edit and upload to the website.

### Key Achievements

- Planning and content production of 8-10 articles per month.
- Design, edit and content curation of Photocrowd articles.
- Ensuring articles are featured as first-page results on Google using keywords and SEO.
- Building a reputation as a reliable freelance journalist, resulting in being occasionally sought out by major global clients such as Canon.

### Senior Feature Writer

January 2011 – August 2017

Amateur Photographer Magazine (Time Inc. UK)

London / Farnborough, UK

I joined AP as a Feature Writer and was later promoted to Senior Features Writer. During this time, I produced and authored 15-20 features, interviews, and book and exhibition reviews per month over six and a half years. I also regularly Project Lead the annual Amateur Photographer of the Year competition. In addition to this, I assisted in the management of the social media, web content and, video content, as well as commissioning freelancers, negotiating budgets and fees, extensive editorial content planning, copy-editing and proofreading.

### Key Achievements

- Project leading and execution of the annual Amateur Photographer of the Year competition.
- Content strategy and production of social media, web content and video content.
- Managing monthly budgets of up to £6,000.
- Content planning, copy editing and proofreading submissions/articles.
- Producing magazine supplements in order to encourage reader subscription.

## Shift Manager

October 2002 – August 2004 / August 2007 – August 2010

Blockbuster Video

Paignton, UK

In this position, I was entrusted with the role of shift manager. This saw me opening and closing the store, as well as coordinating the staff rota. I also fulfilled general store duties, including customer service, data entry, cash handling, pursuing overdue rentals and late fees, offering advice to customers, keeping the store clean and tidy, window displays, reordering and restocking, and promoting in-store deals.

### Key Achievements

- Regularly meeting and exceeding mandated sales targets.
- Instrumental in ensuring the store achieved top-tier marks for sales and efficiency in a head-office survey.
- Trusted with opening and closing the store, as well as cashing up at the end of the day.
- Built a reputation for recommending rentals that were tailored to customer tastes.

## Library Assistant

October 2000 – August 2002

Dunstable Library

Dunstable, UK

This position found me undertaking various administrative tasks, including opening and closing the library, reporting any faults or health and safety issues to the appropriate department, cash handling, ordering supplies and services, stock management, assisting customers with specific learning needs, archives and information, loans and returns, and administering customer accounts.

### Key Achievements

- Contributing to and taking responsibility for ensuring the provision of access to a beneficial learning environment
- Dedication to assisting students and customers find all necessary resources for their work and study
- Helping to coordinate public events, such as author visits and school activities

## EDUCATION

### Contemporary Literature and Culture MA

(part-time – one evening a week)

October 2019 – July 2021

Birkbeck, University of London

### Journalism NCTJ

August 2010 – December 2010

Brighton Journalist Works, Brighton

### Photography BA (Hons)

September 2004 – July 2007

University of South Wales

### Photography BTEC ND

September 2002 – July 2004

South Devon College, Torquay

### English Literature

September 1998 – July 2000

Central Bedfordshire College

## SHORT COURSES

### Women and Psychoanalysis in Horror Cinema

October 2018 – November 2018 (six-week course)

Freud Museum, London

### Contemporary Photography Theory

September 2016 – October 2016 (six-week course)

The Photographers' Gallery, London