

## Skills

- I'm a highly experienced, creative and flexible **content specialist**.
- I've tackled all types of project, from building groundbreaking **websites** to launching luxurious **magazines**, guiding big brands' **communications strategy** to conceptualising bleeding-edge **social media** campaigns.
- I've got recent, high-level **agency experience**, and I'm at home in all sizes of organisation, from lone wolf Shoreditch **startups** to global corporations like the **BBC**.
- I'm adept at handling **clients**, great at collaborating with **colleagues**, know how to run a **team** of any size from 2 to 250 and have a hugely successful record of training and leading **future stars**.
- I'm very skilled at **training, teaching, speaking** and **inspiring**. I'm a fully paid-up **content evangelist**. I'm highly **organised** and superb at **planning, scheduling, budgeting, researching**, and focussing on that essential **ROI**.
- I'm exceedingly **modest**.

## Career

**2009–Now** Freelance, including **pitching** to a major high-street retail client on behalf of a content agency; launching and running high-profile campaigns for the **Telegraph Group's** customer content division, with clients including **Flora pro.activ, BBC Gardeners' World Live** and **BMW**; consulting on the sale of market-leading B2B titles for **United Business Magazines**; consulting on **Pomp**, the launch of a new luxury on-and-offline brand for high net worth individuals; and acting as **Editorial Director** for a prestigious book publishing house. Other recent clients include **IBM, Atos** and US-based **NTVB Media**.

**2009** Sabbatical to write **The Haynes Manual of Men's Cooking**, published May 2010, and now into its third reprint. Also ran an accompanying blog and made many media appearances to promote it.

**2008–9** As Editorial Director, heading the content division of top marketing agency **Tullo Marshall Warren** (£26m+ turnover last year). Pitching for, launching, and managing many innovative online and offline projects, from virals and email campaigns to social media strategies and large-scale outdoor work for clients including **Knorr, Lexus**, the **Royal Air Force, First Direct** and **Unilever**.

**2005–2008** Freelance consultancy including conceiving and executing many on- and offline projects for **John Brown, Redwood, River** and **Seven** among others, editing **Sky** magazine (the UK's biggest magazine, Europe's biggest customer magazine), and running **media seminars** in Eastern Europe.

**2001** Founder and Editor, **Restaurant**. Conceived and launched this fortnightly magazine and website, plus associated trade show and world-famous awards event. A truly independent startup, I took it from three people in a rented room to 30+ employees in smart offices on Regent Street. Sold, very profitably, in late 2005.

**2000** Launched publishing consultancy **The Spitalfields Group**. Work included a successful pitch, on behalf of **Redwood**, for the BMW customer magazine, an early London listings website, and many print launch projects.

**1998** Headhunted for role as Editor of **Maxim**. Produced its biggest-selling issue ever at over half a million copies.

**1993** Launched **BBC Top Gear magazine** as Managing Editor, taking it from a rough magazine idea to a big-selling, market-leading international multi-media brand. Invented the style and tone which the TV series later had huge success with. Also launched the BBC's first major brand **website**, TopGear.com, in 1994. It was (briefly) the organisation's biggest web property, and is still hugely popular today.

**Early days** Work for home interiors title **Living etc**, trade fashion bible **Drapers' Record, BBC Homes & Antiques, Time Out, Melody Maker, Bicycle, International Musician** and, er, **Penthouse**. Also ran a desktop publishing consultancy; clients included **EMAP** and **United Newspapers**. Trained to NCTJ standard on local newspapers; also employed by the **Daily Mirror, The Guardian** and **The Independent**.

## Awards

**Editorial Design Organisation Member's Choice 2010** (Ford *Future Sessions* website/supplements, Telegraph group)

**Telegraph Create Web Innovation Award 2010** (in-house, for Volkswagen *A Little Different* online campaign)

**PPA Launch of the Year & Editor of the Year 2003** (independent category, for *Restaurant* magazine)

**BSME Editor of the Year 2003** (shortlisted, for *Restaurant* magazine)

**PPA Magazine of the Year 1994** (consumer specialist category, for *BBC Top Gear* magazine)

**BSME Editor of the Year 1999** (shortlisted, for *Maxim*)

## Contact

**email** cmaillard@mac.com

**phone** +44 (0) 7958 714726

**twitter** @cjmaill