

Craig Smith

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Profile

An award-winning editor, proofreader and copywriter with 27 years' experience of working on publications of varying style and target audience. With a pedigree of meeting deadlines on flagship resources and across digital platforms and websites, I have interviewed and written features for a wide range of clients. In October 2020 I set up CRS Editorial – an editing, proofreading and writing business. Since its inception I have worked on a range of projects, both fact and fiction. Previously the editor of, and writer for, a membership exercise and fitness magazine, and the proofreader of a renowned physical education resource for the UK national curriculum. A Professional Member of the Chartered Institute of Editing and Proofreading.

Core Skills

- Content editing
- Copy editing
- Plain English editing
- Sub-editing
- Proofreading
- Copywriting
- Account / project management
- Communication / organisation
- Decision-making
- Problem-solving
- Working to deadline.

Relevant Career Summary

Editor / Proofreader / Copywriter, CRS Editorial (Oct 2020–Present)

- Set up business specialising in editing, proofreading and copywriting.
- Written, edited and proofread a multitude of resources for a range of clients, including a House of Lords cross-bench peer, consultancy businesses and several authors of fiction and non-fiction.
- Winner of New Business of the Year 2021 and a Theo Paphitis Small Business Sunday winner (Sept 2022).

Editor / Account Manager, Coachwise Ltd (Feb 2005–Sept 2020)

- Provided new and existing clients, both internal and external to the company, with a high-quality editing, proofreading and copywriting service, highlighted by an exceptional rate of positive feedback and returning custom.
- Managed the creative production of UK Coaching (the charity arm of Coachwise Ltd), several governing body of sport accounts and multiple wide-ranging projects at any one time.
- Proofread the 2020 edition of the Association for Physical Education's (afPE) *Safe Practice in Physical Education, School Sport and Physical Activity* resource.
- Commissioned authors and other contributors on a regular basis as editor of *Fitness Matters* and *Coaching Edge* magazines.
- Researched and wrote feature-length articles for the exercise and fitness industry, and the UK Coaching website.
- Analysed web data and reported on product reach and readership trends.
- Developed editorial brand guidelines with clients and ensured work remained on message.
- Co-managed the workflow of a team of seven, resolved issues and ensured deadlines were met.
- Upsold products to clients, saved the organisation money by analysing supplier costs and generated new business which contributed to, and exceeded, monthly departmental targets.

- Chaired editorial board meetings and weekly production meetings.
- Utilised industry programmes such as MS Office, Adobe InDesign / Illustrator, CRM business management and project scheduling software.
- Managed print and digital production services and regularly checked supplier artwork.

Copytaker, PA Media (Aug 2003–May 2004)

- Took news and sport copy from journalists and columnists around the world for publication in several newspapers and online.
- Developed accuracy in sub-editing to different styles and proofreading to deadline.
- Touch-typing skills (to submit court reporting copy immediately), teamwork (to ensure all calls received were taken) and flexibility (to work on a number of titles and a range of shifts) were established in this role.

Broadcast Journalist, TEAMtalk Media Ltd (Jan 1998–Jun 2002)

- Researched and followed up leads on domestic and world football, wrote feature copy and match reports for online submission, and recorded audio content for club-specific telephone lines.
- Meticulous sub-editing safeguarded the interests of the company as I noticed a piece of copy that included unfounded information before it was published.
- Flexibility to work in different departments contributed to the team's objectives.
- Developed an increased awareness of different writing styles and the necessity to meet deadlines.

Qualifications, Training and Education

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| • Plain English for Editors (2023) | • Rewriting and Substantive Editing (2013) |
| • Professional Member of Chartered Institute of Editing and Proofreading (2021) | • Personal Safety Awareness (2011) |
| • Editing and Proofreading Made Simple (2020) | • Better Sub-editing (2010) |
| • Grammar Foundations (2020) | • Equality and Diversity (2010) |
| • Time Management: Working from Home (2020) | • Effective Copywriting (2007) |
| • Understanding Copyright: A Deeper Dive (2020) | • Learning Formats (2007) |
| • Writing in Plain English (2020) | • Copyright and the Law (2007) |
| • Writing with Impact (2020) | • Microsoft Excel refresher (2007) |
| • Mental Health Awareness (in association with Mind) (2020) | • Diversity at Work / Equal Opportunities (2006) |
| • MetaCompliance IT Security (2020) | • Proofreading for Editors (2005) |
| • Award for Outstanding Team – External Customer Facing and Internal Support Service (2017) | • Microsoft PowerPoint refresher (2005) |
| | • BA (Joint Hons) Sport, Health and Leisure with Media at Leeds Trinity University |
| | • GNVQ Advanced in Media Communication |
| | • A Levels in Business Studies and General Studies. |

Notable Roles and Achievements

- Proofread the official magazines of Leeds United, Manchester City and Sunderland football clubs.
- Match reports published in national *Non-league Paper* and official programmes of Farsley Celtic FC.
- Full-time voluntary writer and researcher for *The Pudsey Clarion*.
- Hosted day-long seminars to high-school pupils at Education Leeds on editing and proofreading.
- Telephone Befriender and Trip Volunteer for Bramley Elderly Action.
- Raised over £3,500 for charity by completing walking, running and biking events.