



PROFILE:

Communications expert and agency founder based in Luxembourg. Digital Storyteller for global icons Maserati, Amazon Web Services, British American Tobacco, WPP and Geometry Global. Creative Director with track record of managing team of ten and liaising with stakeholders in value chain. Former broadsheet journalist with considerable national level experience as features writer in Asia, Europe, and North America.

WORK SAMPLES (See links below)

- Writing Samples: [Paul Comrie Writing Samples](#)
- Agency Portfolio: [PC3 Creative Portfolio](#)
- Video Sample: [Maserati MC20 video](#)
- Landing Page: [Garage Intini | Maserati Luxembourg](#)

FIELDS OF EXPERTISE:

- Features Writer; Editorial; News; Copywriting; Press Relations; Digitally Integrated Content
- Project Management; Team Leadership; Campaign Strategy; Public Relations; Art Director
- Website Tech and CMS Deployment; UX and Graphic Design; Branding
- YouTube videography (Lumix GH5 and Premiere Pro)
- Digital Campaign Leads; Analytics; eCommerce; Ads; Channel/Language Campaigns
- Overseeing SEO, SEA and Google backlinking: Overseeing translations LU/DE/FR

RECENT AWARDS, MANDATES AND HIGHLIGHTS:

- [MADE IN LUXEMBOURG](#) label for Digitalisation Services November 2021
- [MECO Mandated for Digitalisation Services](#) for SMEs 2020 to present
- [TOOLSHED](#) – built largest tools eCommerce site in Europe (35.000 tools online)

WORK EXPERIENCE:

2018 – 2022:

PC3 Creative SARL – Agency Founder/Creative Director:

*Managing team of 10: 4 staff; 6 freelancers; Processed €850k + of work
Define, Develop and Publish content for digital campaigns*

2009-2018:

Luxind SARL – Founder: Sole Proprietorship:

Served European SMEs as Ghostwriter; Blogger; Market Researcher; Competitive Analysis reports; Speech writer; Business English language teacher for Business Executives in Luxembourg, London and India

2017-2020:

Luxembourg Writing Salon at House 17

Moderator of quarterly content panel discussion, featuring 15 guests

2006-2008:

The Hindu Times:

Staff Writer, The Hindu Group of Publications

2005-06:

British Army:

Cambridge University Officer Corps, MTK1 Armoured Corps

2004:

The Moscow Times:

Features & Freelance Writer

PROFESSIONAL TRAINING:

2022 June:

Wix SEO, SEA and Copywriting Keywords: Tel Aviv HQ Seminar

2021-Ongoing:

Wix Creative Digital Partner, Editor X

2021 Nov: Shopify Global eCommerce Trends (November 2021)
2010-11: CDC/Digital Marketing & Communications Management
2009: Chambre de Commerce, Business Management SARL 2009
2006: Journalism & Communications, East England Course Oct-Nov 2006
2005-06 Cambridge University Officer Corps, British Territorial Army, UK

EDUCATION:

2005-06: MASTERS: MA in Creative & Critical Writing | Communication Studies
University of East Anglia, UK
2000-04: BACHELORS HONOURS: BA HONOURS English & Russian Literature
King's College and Dalhousie University, CANADA
2001-02: ERASMUS SCHOLAR: English Literature & History
British University of Malta, MALTA

LANGUAGES:

English: C2+ Native/Primary
French: C2 – Full professional fluency
Russian: A2 – Working knowledge
Luxembourgish: B1– Intermediate

PRO BONO:

Four weeks a year, PC3 devotes a full-communications programme to a worthy pro bono cause. Recent activities include:

- Paris Modena, Maserati, [Rêves Association](#) (June 2022)
- [Luxembourg Paralympic Committee](#), Rehazenter (February 2022)
- [Time For Equality, Honorary Consul of Canada](#) Luxembourg (November 2021)

REFERENCES

Dr. Jeanne GLESENER

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