

Raziq Rauf

raziqrauf@gmail.com // (323) 603-7254 // raziqrauf.com (portfolio)

I am an editorial specialist with extensive experience in creative brand strategy and narrative direction, with 20 years of work in cross-media journalism and copywriting in technology, entertainment, sport, and business. I love finding the heart of the story that I need to tell.

WORK

May 2022 - present // Battenhall LLC - Sr. Copywriter

- N. American editorial strategy for Nokia Bell Labs, a Nobel-prize-winning tech company
- Campaign strategy and direction for MLB x Google Cloud
- Editorial strategy and ghostwriting for multiple Fortune 500 business leaders
- Technology writing for McKinsey, Takeda Mandiant, General Electric.

Feb 2005 - ongoing // Copywriter and Journalist

Think Jam - award-winning concept for The Vagenda; B2C campaigns for Warner Bros etc

PROHBTD - social consultancy; devised, executed a campaign resulting in 349% growth

Dog influencer - Built @CindyWoofer Instagram account from zero up to 17,200 followers

Editorial - MTV, BBC Music, Amazon, Red Bull, Christies, Warner Music, Channel 4 TV

International press – The Guardian, BBC, Classic Rock, Kerrang!, Metal Hammer

May 2015 - June 2018 // Prodege LLC – Content Editor

- Content strategy and curation/optimization across all Prodege properties.
- Worked across marketing and product teams to keep content and copy consistent.
- Developed bespoke CMS for content curation and wrote technical user guide.

May 2008 - May 2015 // FOX/BSkyB – Site Editor

- Responsible for overall content strategy of music properties.
- Managed editorial teams and oversaw related marketing strategy.
- Developed early podcast and social strategies.

Nov 2006 - May 2008 // Virgin Radio – Music Editor

- Responsible for keeping global brand's voice consistent between on air and online.
- 275% year-on-year pageview increase and 440% increase in time spent on site.
- Part of the Webby-nominated team that monetized the website for £1million.

EDUCATION

May 2018 - USATF Endurance Running Coach

Jul 2006 - Harlow College - NCTJ Magazine Journalism

Sep 2005 - University of Manchester - M.A. Economy & Space - Merit

Sep 2001 - University of Manchester - B.Sc. (hons) Geography - 2:1 (3.5 USA)