

Curriculum Vitae / Résumé – John Coutts

Professional summary:

Experienced professional native-English writer with a well-established track record of consistently meeting and exceeding pre-defined goals and objectives. Motivated and ambitious with a thorough understanding of English grammar and syntax, as well as the subtle differences between British and American English, including spelling. Excellent communication, presentation and writing skills.

Professional experience and achievements:

- I have over 22 years of experience in writing and distributing press releases.
- I have over 22 years of experience in writing general and SEO articles.
- I have many years of experience in writing general and SEO blog posts.
- I have many years of experience in writing "How To-style" ebooks.
- Between 1989 and 1992 I was the editor of an offline print magazine.
- Between 1998 and 2008 I wrote a weekly column for an offline print newspaper.
- Between 2013 and 2015 I wrote a monthly column for an offline print magazine.
- I have experience of proofreading and editing content written by other people.
- I co-authored three published books, working with the manager of a museum.
- I have had a number of poems and short stories published in offline print magazines.
- I have written content for hundreds of satisfied clients all over the English-speaking world, though mainly in the USA and the UK.

Notes:

a) *The museum with which I co-authored three books won "Scottish Museum of the Year" award in the year 2000. A CD-ROM I designed and authored (there was significant text involved) was cited as being "of pivotal importance" to the museum's success.*

b) *The newspaper for which I wrote a weekly column won the prestigious "Scottish Newspaper of the Year" award three years running during the 10-year period I worked with them.*

Employment history:

1996-present: self-employed: freelance writing; electronic publishing; website design.

1998-2008: The Shetland Times Newspaper, weekly column writer.

1993-1996: Deckhand on an inter-island ferry boat.

1992-1993: Fetlar Interpretive Centre, project worker creating exhibitions and photographic archives.

1989-1992: Fetlar Community Council, publicity manager / magazine editor.

1987-1989: Fetlar Community Enterprises, administration and publications.

1986-1987: Unst Heritage Centre, local history research assistant.

1970-1986: (*Various Companies*), construction heavy goods vehicle driver.

1966-1970: Brown Brothers & Co., Edinburgh, apprenticeship as lathe-turner.

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Education and training:

1961-1966: Lerwick Central Public School, Lerwick, Shetland, Scotland.

1966-1967: Lorne Street Academy, Leith, Scotland.

1967-1968: Ramsay Technical College, Edinburgh, Scotland.

1968-1969: Napier College of Science and Technology, Edinburgh, Scotland.

1969-1970: Telford College, Edinburgh, Scotland.

1985-1986: ACE-HI Computer Training for Business, Fetlar, Shetland, Scotland.

Interests:

Writing, reading, film and video shooting and editing, photography, sound recording, music, foreign travel, hill walking, the visual arts, multi-media creation and interpretation, flying on a computer flight simulator, savoring classic movies, enjoying fine Spanish wines and cheeses, and watching vivid sunsets.

John Coutts

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