

# KELLY MUNFORD

[WWW.KELLYMUNFORD.COM](http://WWW.KELLYMUNFORD.COM) –

DC@KellyMunford.com

## PROFESSIONAL SUMMARY

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I am a highly creative, goal-driven, dedicated and adaptable professional with a proven track record as a Company Director, Public Relations Director, Copywriter, Marketing Manager, Social Media and Events Manager in B2B and B2C sectors. Most recently, in my role as sole Director of an internationally recognised Public Relations Agency, I ran successfully for over a decade and as a Copywriter with over 20 years of experience, including magazine editorial.

I have proven success in managing a team, budgets, accounts, deadlines, and events and creating engaging content that has empowered projects to succeed beyond expectations.

I will bring a vast back catalogue of experiences, contacts and fresh, creative ideas to any new role.

## WORK EXPERIENCE

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### **Freelance Copywriter**

2000 - Present

I've created content for a wide range of clients for over 20 years. Initially within the music and entertainment industries, then expanding into various areas, including education, construction, retail, communications and many more. I've worked with high-profile clients such as TalkTalk, Turtle Bay and BBC Radio 1 DJs through start-ups and well-established local businesses. I've had a very high repeat business rate, 95% of work is generated by word of mouth, and many clients have called upon my services for over two decades.

### **SLK Associates Ltd- Founder & Director**

2009 - 2019

Launched in 2009, I built SLK Associates Ltd from nothing to eventually turning over £150k+ per annum. We worked with clients on their social media, public relations, graphic design and digital marketing requirements. I employed five full-time staff, our client base was multinational, and we helped catapult budding artistes to internationally recognised stars.

### **Music Factory Entertainment Group – Marketing & Operations**

2000 - 2007

My career at Music Factory began in sales. I was quickly promoted to operations and then took on marketing, event management and copywriting for the business.



## SKILLS

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- Press Releases
- Blog Writing
- Feature Writing
- Advertising Copy
- Corporate & Media Relationship Management
- Team Collaboration
- Social Media Content
- Slogan Creation
- Proofreading
- Research
- Networking
- Content Management Systems
- WordPress
- Wix
- Hootsuite
- Marketing Communications
- Public Relations
- Accounting and Budget Management
- Magazine Editorial
- Advertorials
- 20 years of music industry experience
- Jointly Event Managed a 60k capacity three-day festival
- Operations Management

## EDUCATION

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**The Atherley, Southampton** – 9 GCSEs – A-C

**Peter Symonds College** – Sociology, Biology, Art

**London School of Journalism** – Diploma

**Open University** – BA (Hons) English Literature & Creative Writing (part-time study due to graduate in 2028)