

## Personal Profile

I am an experienced content writer. I write S E O content and articles for the Web... Rewrite and edit your copy... Conduct interviews; Write Corporate (*Business*) Profiles, Personal Statements; Undertake Research; Write and edit Newsletters.

I am a career broadcaster and Journalist. My broadcast career started in Basseterre, St. Kitts (*English Caribbean*) in the early 1960's. I studied in the UK at the BBC, the CBC in Canada and Syracuse University in the USA. I have worked as a staffer or free-lanced with a number of broadcast, press organisations and Government Information services.

### FREELANCE EXPERIENCE:

As a freelance writer; I write and have done a variety of writing jobs from Web Site content and articles to business profiles, newsletters and personal statements for individuals and companies around the world and publishers such as BizzReport and Inside Industry.

Here are some of the positions in which I have worked for four or more years: Senior Announcer/Programmes Assistant Government Broadcasting Service - Radio ZIZ St. Kitts; General Manager Government Broadcasting Service – Radio ZJB Montserrat; Correspondent (*Freelance*)REUTERS/Caribbean News Agency; Chief Information Officer (Montserrat); Coordinator of Information Services( Antigua and Barbuda), Manager Broadcast Services - Caribbean Communications Company,(USA/Caribbean), Advertising Sales Coordinator(Commonwealth Broadcasting Association,(UK).

### AWARD-WINNING

In 1977 H.M. the Queen made me a Member of the British Empire (MBE).I was cited for my work in and contribution to broadcasting, information and journalism.

## Experience

### **McMillan-Scott/CBA – Advertising Sales for the Commonwealth Broadcasting Association 2000 - 2004**

- I was responsible for national and international advertising sales for the Commonwealth Broadcaster (quarterly magazine) and the Commonwealth Broadcaster- (annual handbook), two publications of the Commonwealth Broadcasting Association, (CBA). "We very much appreciate the work done by McMillan-Scott, in particular, William White has achieved miracles in a difficult market," wrote Elizabeth Smith, Secretary General of the Commonwealth Broadcasting Association.

### **Coordinator Information Services - Government of Antigua & Barbuda 1995 - 1999**

- I set publicity goals, planned, executed, managed and analysed publicity campaigns, events and projects for government ministries, departments, public corporations and companies.
- I Established the GIS, a government periodical.
- I conducted group presentations on a variety of issues on behalf government, public and private sector corporations.
- I successfully planned and executed up to year-long promotions and campaigns including opening and anniversary celebrations.
- Apart from responding daily to journalists' queries, I frequently mounted issue specific campaigns.

**Adrian's Advertising and Publicity – Chief Executive Officer 1990-1995**

- I directed the buying and scheduling of media, planned and managed media campaigns, special promotions and sponsorships for a range of clients.
- I wrote and produced promotional material as well as special features (infomercials) for radio, television and advertorials.
- I conducted face-to-face presentations on behalf of public sector corporations including utility companies and private sector companies such as banks and building societies.
- I successfully planned and executed marketing campaigns for SMEs on behalf of the Montserrat National Development Foundation.

**Caribbean Communications Company (GEM Radio)- Manager Broadcast Services 1985-1990**

- I designed the studios, guided the procurement of studio equipment and established the US company's broadcast service in the Caribbean
- I recruited and trained studio operations and on-air staff.
- As sales director I managed a field sales team and constantly achieved targets set by the Board.
- As Manager Broadcast Services I was also responsible for news and current affairs programmes.

**Voice of America – (News) Stringer -1984 – 1990**

- I was a regular contributor of news for news programmes beamed from Washington D.C. to the Caribbean and Americas.

**Government of Montserrat Chief Information Officer – 1979 - 1985**

- I built and managed the island's first Government Information Service.
- I developed the government's public and media relations policy, planned, designed and managed campaigns for the promotion of government policies, projects and programmes.
- I represented Montserrat on a Caribbean team that met with Canadian government officials to negotiate the recruitment of Caribbean workers for work on Canadian farms. I went on to lead the first ever Montserrat recruitment of nationals for work on the scheme.

**REUTERS/Caribbean News Agency News correspondent – 1978-1995**

- I reported news and sports and undertook special agency assignments.

**Applicable Education & Training**

1984 - Syracuse University – International Journalism

1976 -BBC School of Broadcasting – Radio Production Trainers

1974- Special British COI (20 week) public relations Certificate course  
for government public relations and information Officers.

**Other Relevant Training**

1993 CCUC, Dominica - Marketing Management

1977 1978 - Project development and implementation for Civil Servants - Caribbean Development Bank.

1973 1974 Radio/TV production/management – CBC Canada.

Activities (Voluntary Work)

- |                                     |                           |
|-------------------------------------|---------------------------|
| • Montserrat National Trust         | Vice President            |
| • Montserrat Girl Guide Association | Member of the Executive   |
| • Methodist Church                  | Chief Society Steward     |
| • Montserrat Festival Committee     | Chairman Troupes & Floats |

Personal Interests

- Environmental and historical preservation
- Touring historical sites and museums
- Public speaking and debating
- Cake making and decorating
- Sewing
- Reading
- Cooking

References: Names and contact details available on request.