

Personal details

Name Richard Glass
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Date of Birth 30 January 1975
Nationality British



Profile

Innovative, meticulous and versatile editor, journalist/(copy)writer, translator and trainer with extensive professional and academic experience in a wide range of areas, including feature writing, press releases, online communications, social media, content management, SEO, media monitoring and capacity building

Employment history

June 2014 – present
Writer/journalist, editor and online communications manager – Fairfood International

Member of Communications and Fundraising department of Amsterdam-based NGO which aims to improve the socio-economic conditions of workers in the global food system, and to ensure the sustainable production and consumption of food by influencing the policies and practices of global food and beverage companies and governments. Key achievements include:

- Wrote a number of features and [blogs](#), including [interviews with NGO executives](#), [documentary directors](#) and journalists;
- Wrote press releases and OpEds;
- Project leader, navigation designer and content manager for development of new website launched 16 February 2015;
- Managed and monitored social media platforms, and created content for key online marketing campaigns;
- Wrote and published Fairfood Style Guide and Web Writing guidelines, and gave capacity training workshops;
- Writer and editor for Annual Report and Strategy Document 2015-2017;
- Media monitoring supervisor and SEO specialist;
- Monitoring of Google analytics and AdWords.

June 2013 – present

**Freelance writer, editor, translator and trainer –
Alphabet Town**

Worked for a number of clients as editor, writer, translator and trainer including: the University of Amsterdam, Mama Cash, Amsterdam School of the Arts, 'Architectura en Natura' publishers, City of Amsterdam/ i amsterdam. Project completed include:

- Edited, rewrote and translated a series of articles for Mama Cash, an NGO supporting women's and transgender rights groups in Asia, Africa;
- Wrote series of cultural articles for Time Out Amsterdam;
- Editor, writer and translator for the Amsterdam School of the Arts, 'Architectura en Natura', City of Amsterdam/ i amsterdam, University of Amsterdam Amsterdam Business School and Faculty of Economics and Business: various publications, brochures, study guides, promotional material, marketing material.

November 2009 - June 2013

**English editor, writer and translator, University of
Amsterdam**

Employed by the central Communications Office (BC). Responsible for writing, editing and translating key University texts including news messages for corporate and staff websites, presentations and press releases for central service units, faculties and Executive Board. Key achievements include:

Devised and wrote articles for the 'UvA in the Spotlight' section: interviews conducted with innovative and world-renowned professors and researchers from the University including [Dierdre Curtin](#) and [Susan Bogels](#), [Dan Hassler](#), Louise Fresco and Erik Verlinde.

- Developed and wrote 'UvA English Style Guide' used throughout the University;
- Contributed and helped design new UvAweb, winner of 'Benchmark HO 2013' prize for best website awarded by 'ScienceGuide', launched in autumn 2012, including navigation structure and new content;
- Actively involved in producing content for revamped UvA social media sites (Facebook and Twitter);
- Designed and taught 'UvA Web Writing Course': a course held twice annually dealing with key translation, editing and writing concepts offered to UvA employees from all units, faculties and affiliated institutes.

December 2003 - April 2009

English Language Teacher, Marcus Evans Linguarama

Responsible for providing English language training, writing and presentation workshops to clients including various ministries of the Dutch government, ABN AMRO, Radio 538, NS, Optiver and Schiphol Group.

Education

B.A. Dutch and French, University College London, 1998-2000
2 A Levels (Grade A), 8 G.C.S.E's (7A,1B), Purcell School of Music

Extra qualifications and courses

2011 Cultural Journalism certificate course, Time Out
2003 Further certificate for Teachers of Business English, London Chamber of Commerce and Industry
1999 Certificate in Teaching English as a Foreign Language, University College London Language Centre

Skills

- Languages: English (Native), Dutch (fluent spoken and written) French (good written and spoken);
- Proficient Adobe Photoshop, InDesign, Lightroom;
- Experience with various Content management systems (CMS): Hippo, Wordpress, Drupal;
- SEO experience for web content;
- Knowledge of Google Analytics and Ad Words;
- Knowledge of Social Media management tools (Hootsuite);
- Working knowledge of Microsoft Office (Word, Excel, Powerpoint);
- Working knowledge of Trados and MemoQ translation software.

Other interests

- **Classically trained musician: Royal College of Music and Purcell School of Music. Former member of National Youth Orchestra and National Children's Orchestra;**
- **Professional performing artist in band 'missAntarctica' signed to Universal/Island Music 2001-2006.**

References

- **Chrisje Simon-van Oosterhout, Senior Communications Manager, + 31 629 92 20 29, chrisje.simon@fairfood.org**
- **Sherry Macdonald, Head of English Editor's Team and Translation Coordinator, University of Amsterdam:
Email: S.A.Macdonald@uva.nl / 020 525 3543**
- **Further references on request**