

Daniel Etherington

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Summary

My career has combined working for websites and print outlets, as an editor, processing content, and writer, creating content in the form of reviews, features and general copy. I have worked in both staff and freelance positions.

For five years I was deputy editor Channel 4's film website and since leaving I have remained involved as a contributing editor. For six years I wrote about videogaming for the BBC's unique cultural site Collective.

I'm well-versed in everything from writing opinionated columns, comprehensive features and incisive reviews, to optimising client publishing copy and producing advertorial, to interviewing figures in the entertainment industries.

Skills

- Proficient writer of reviews, features, news items, advertorial and miscellaneous copy
- Efficient at handling content, from commissioning to search engine optimisation to signing off
- Used to dealing with both journalists and PRs
- Interviewer for both written features and filmed material
- Experienced with publishing suites (InDesign, QuarkXpress), image editing software (Photoshop) and CMSs (TeamSite, Joomla and WordPress)
- HTML experience

Work history

Sept 05 - present **Freelance writer, editor and subeditor**
Contributing editor, Channel 4 Film (aka Film4.com)
Liaising on content, writing film reviews, previews and interview features, as well doing interviews for in the video show 'Movie Rush' and doing editorial shifts, processing copy and using the CMS.

Eurogamer
For Europe's largest independent games website (with 3.7 million unique users in 2008), I write in-depth, feature-length reviews.

BBC Collective
I contributed a weekly videogames column, which stimulated lively debate on the site's forums. I also wrote about film, literature, comics and art, and advised on the development of the site.

British Academy of Film and Television Arts
I have written features for BAFTA publications.

Brown Reference Group
For this publisher, I have written extensively about film for leading partworks publisher DeAgostini.

I have also written for *Death Ray*, *thelondonpaper*, *The Guardian Guide* and *Empire* magazine and style magazines *Wonderland*, *Marmalade* and *Intersection*, where I did a videogames page. More diversely, I have contributed to *4Food* and *Wedding* magazine.

- Sept 00 - Sept 05 **Deputy editor, Channel 4 Film, Zone, London**
 While working for agency Zone on Channel 4 Film, I was responsible for writing and commissioning reviews and features, subediting, and uploading content. Working on a tight weekly cycle, I:
- maintained the workflow of dozens of reviews and features
 - worked with an extensive team of freelances
 - conferred with the clients at Channel 4
 - corresponded with PRs and agencies.
- We re-launched the site twice during my tenure and expanded its readership to achieve around 100,000 page views per day. I was involved with coming up with and implementing new content and feature strands and worked extensively to revise, correct and update the pre-existing database of reviews. During this period, I also freelanced as a film and games writer for *Collective*, *Sight & Sound* and *Hotdog*, among others.
- June 99 - Sept 00 **Freelance writer and subeditor; part-time student**
 At this time, I completed my Masters degree in Film and Television studies, supported by freelancing. As a writer I contributed to *Total Film*, *SFX*, *Sight & Sound*, BBC online and others. I also subbed at *Time Out* and *Heat* and proofread for academic publisher Routledge.
- Sept 97 - June 99 **Chief sub, River Publishing, London**
 Subeditor then chief sub on contract magazines for Holland & Barrett, The Wildlife Trusts and BMW.
- June 95 - June 97 **Assistant editor, Artists Newsletter (aka AN), Sunderland**
 Commissioned content, subbed and handled listings. While working at AN, I also wrote for visual arts magazines *Untitled*, *Art Monthly* and *Mute*.
- July - Sept 93 **Editorial assistant, City Life, Nottingham**
 After working on the University of Nottingham's student newspaper, I worked on this Nottingham and Derby listings magazine. I also contributed art reviews to the *Nottingham Evening Post*.

Other experience

I consulted with Zone on the creation of an alternate reality game, and with Channel 4 on the launch of E4.com/games. I have given talks for conferences and films seasons on such subjects as films based on comic books and on the social dimension of online gaming. I have written exhibition catalogue essays and given talks in art galleries. I have also talked about film and videogames on radio and television. I also contributed to 'Under Fire', a collection of essays on war movies.

Education

1999 - 2000	MA, Film and Television Studies, Birkbeck College, University of London
1996	Commissioning; Grammar, PMA Training, London
1995	Better Subbing, PMA Training, London
1990 - 1993	BA Honours, History of Art, University of Nottingham

Interests

I have wide cultural interests, particularly keeping up with genre television and film, socially gaming online, attending galleries and collecting comics. I like to travel, and keep fit by cycling, but I also love to cook, particularly cakes. In fact, I'm an obsessive baker and write about it regularly on: www.cake-off.com. I also have a keen interest in environmental issues and am a member of Friends of the Earth, Sustrans and the Wildlife Trusts.

Referees: available on request