

# Piers Townley

EXPERIENCED MAGAZINE & NEWSPAPER  
LIFESTYLE JOURNALIST & EDITOR

## Work History

### Professional Experience

**EDITOR** (February 2009-Present)

**Wizz Air inflight magazine**

**INK PUBLISHING**

LONDON, ENGLAND

- Tasked with relaunching the inflight magazine of one of Europe's premier low-cost airlines, taking it through a format change and overseeing a new concept for the editorial and design
- Instigating a change to a dual language content to assist in the airline's brand development
- Sourcing new European journalists and contributors

**EDITOR** (April 2007-February 2009)

**easyJet inflight magazine**

**INK PUBLISHING**

LONDON, ENGLAND

- Managing the eight-strong editorial team, the budgets and overseeing the entire production process
- Liaising with over 120 writers, photographers and PR agencies across Europe
- Sourcing and writing innovative editorial feature ideas from over 100 destinations
- Developing and repositioning the magazine to include A-list profiles, news and reportage features
- Ensuring the magazine maintains the client's editorial and brand directions
- Contributing copy and video to the magazine's associated website

**DEPUTY EDITOR** (Nov 2004-April 2007)

**easyJet & Go inflight magazines**

**INK PUBLISHING**

LONDON, ENGLAND

- Assisting with repositioning the easyJet inflight magazine and overseeing format and size changes
- Tightening easyJet's editorial process from content writing, proofing and layout schedules, to final pages
- Sourcing content and assisting the launch of American airline inflight magazine, Go
- Sourcing new European and US editorial talent

**FREELANCE** (August 1996-Present)

**Various publications & formats**

UK & INTERNATIONAL

- Specialising in travel and lifestyle features and interviews, technology, unusual sports and music
- Editorial and advertorial campaign work
- Published work in The Times, The Daily Record, Metro, London Lite, Jack, NME, Nuts, Flipside, Tiscali, CNN Traveller, Little White Lies and others

**EDITOR** (Sept 2003-May 2004)

**Sorted magazine**

**SORTED COMMUNICATIONS**

BRIGHTON, ENGLAND

- Editor of the launch of a teen lifestyle magazine aimed at 14-16-year-old boys
- Managing a 15-strong editorial team
- Publicising the magazine's launch on national and regional television and radio
- Liaising with government bodies and institutions to gain support for editorial content and placement

**SECTION EDITOR** (Jan 1997-Sept 2003)

**loaded magazine**

**IPC MEDIA PUBLISHING**

LONDON, ENGLAND

- Promoted from editorial assistant since 1995 to section editor of the iconic UK lifestyle title
- Responsible for the last third of the magazine, the Hedonists' Handbook, which included celebrity interviews, sports, reportage, films, games and music
- Writing content and managing flatplans, one shots, deadlines, time zones and budgets

## Previously...

### Education

**MANCHESTER METROPOLITAN UNIVERSITY**

MANCHESTER, ENGLAND

- A variety of in-house magazine publications plus TV production, creative and reportage courses as part of, and outside of, a BA Hons English degree



## Skills at a glance

- Magazine, newspaper & website journalism & broadcast soundbites
- loaded, The Daily Record, Metro, London Lite, easyJet, CNN Traveller, Tiscali, NME, Flipside, The Times & others
- Skilled with digital photography
- Over 12 years of staff editorial and freelance experience
- Experienced at creating feature wishlists to proofed and published pages
- Strong creative skills, leadership of editorial teams and organisational abilities
- Resourceful and intuitive

**27 SPRINGDALE ROAD  
STOKE NEWINGTON  
LONDON N16 9NS  
TEL: 07714 239 443**

**PIERSTOWNLEY@HOTMAIL.COM**

