

Thomas Ffiske
23 August 1993
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[LinkedIn](#)

Personal

Previously I have been a communications specialist working in several international agencies. I am a person looking to make an impact with my work. I am also currently doing a course in MIT on [Mastering Design Thinking](#); this brings together perspectives in marketing, design, and engineering into an approach that delivers innovation.

PR and Communications

Previously worked in two international PR agency that has won PRWeek Global Agency of the Year. Major clients assisted were Oracle, Avanade, NTT, PlayStation, Western Digital, BT, and Worldpay.

My skills include:

- Writing: Expert copywriter that can write in multiple forms. Examples include press releases for BT and Oracle, bylines for Snatch App, and social content for NTT
- Strategy: Plans approaches and processes to execute campaigns, across all client
- Media: Keenly follows and builds relationships with the media to identify new opportunities, across all clients
- Events: Organised and ran events, ensuring they ran smoothly, such as [Western Digital's Speedrun Cup](#)
- Analysis: Uses tools to analyse data, procuring insights for clients, such as Analytica
- Manager: Manages teams to ensure actions are completed to their best quality
- Other: Manages time well, and handles high-stress situations

History:

Golin

Account Manager

October 2018 – September 2019

Managed accounts with Oracle, NTT, and Avanade. The job role consisted mostly of media relations, influencer relations, and media planning. Highlight is assisting NTT to have their stats on the Tour de France appear in top-tier media.

Porter Novelli

Account Executive to Account Manager

August 2016 – September 2018

Assisted with, then managed, accounts with Western Digital, PlayStation, Analog Devices, BT, DXC Technology, and Snatch. The job included traditional and digital communications, copywriting, media and influencer relations, research and analysis (for Johnson & Johnson Innovation), strategy, and consultation. Highlight was assisting Western Digital with the Speed Run Cup, a strategic event to position their new SSD drive, positioning it for the right market.

Diffusion

Graduate Account Executive

September 2015 – July 2016

Assisted with Currys PC World, Mous, and Snell Advanced Media. The job included traditional PR, copywriting, research, and analytics. Highlight includes completing a monthly social media report on Currys PC World, and analyzing it for trends and actionable advice.

Experience outside of work

[Virtual Perceptions](#)

Editor

June 2016 – Present

Runs a website dedicated to immersive technologies (VR, AR, MR), writing long-form articles and interviewing members of the industry. Highlights include:

- Hosted by Huawei to attend their [European Innovation Day](#)
- Asked to attend press events to try out new software and hardware
- Interviewed by the [Times](#) and the [BBC](#)
- Organised freelancers to attend press trips, such as to [VRgineers in Prague](#)
- Writes long-form articles predicting future advances, [such as AR glasses](#)
- Adept at making and coding websites (VP is hosted on SiteGround with Wordpress)
- Spoke at events such as VRWorld 2017 and Augmented Reality

[Quidditch Premier League](#)

Communications Director November

2016 – December 2018

Launched start-up in my spare time, primarily to improve my PR and communications skills. Highlights include:

- Developing it into an international organisation with fifteen teams around Europe
- Receiving attention from several major papers such as the BBC, Guardian, ITV, and Sky News, and individuals like J.K. Rowling and Conan O'Brien
- Organised partnerships with organisations such as AirTasker and VT
- Organised the social strategy of their Facebook and Instagram pages to boost engagement
- Spoke on a Comic Con panel about the company
- Appeared in [Gorkana](#) and [The Drum](#) discussing activities
- Ran high-pressure events
- Co-ordinated with PRs and ran communications for the Quidditch World Cup, leading to its appearance in the Associated Press and Reuters

Education

University of Exeter, Graduated 2015

BA History, 1st Class

A levels: Economics A*, History A*, Philosophy A

References

Available on request.