

# James Cullen the Writer.

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*Telling your story.*

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Copywriting, Social Media Management,  
Commissions, Articles, and Reports.

[james@jamescullenthewriter.com](mailto:james@jamescullenthewriter.com)



James  
Cullen  
the  
Writer.

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# Who is James Cullen the Writer?

## Freelance Content Writer

Save time, stress, and worry by handing your writing projects over to a professional and competitively priced freelance writer – me.

Give me a goal for your business and I'll achieve it through pen and paper, pixel and screen. I can write on topics from a brief and to spec, conduct adequate research, or can generate my own ideas. I'm as well-versed in blog content, social media, and web copy, as I am in lengthier reports, email marketing, and even speeches.

***“He is a hard-working and focused individual with excellent communication and presentation skills. His approach to work is exceptionally professional and creative.”***

***– Claudia Lohe, colleague on Leeds City Council research project***

I have an MSc in Marketing, a BA (Hons.) in Film & TV Production and spent most of 2018-2019 running Merigo Films, a full-service video production company that worked with the likes of York Gin, The Artful Pour, York Dungeon, and York's Chocolate Story.



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## *Services Overview*

Throughout my content writing career so far, I have been lucky enough to work on a variety of projects and campaigns across a wide range of media. Predominately, my focus has been on crafting digital PR content online for businesses to improve their Google standing. As such, I have written more than a quarter of a million words for this purpose.

As a digitally-focused, business-minded copywriter, here is a brief list of the services I can provide content for – all of which will be punctuated with examples:

- *Articles for commission*
- *Digital PR content*
- *Blog content*
- *SEO-focused Website copy*
- *Newsletters & email marketing*
- *Social media management and content creation*
- *PR opportunities and press releases*
- *Scripts*





## Articles for Commission

### Film as a Political Medium: Propaganda and 'The Triumph of the Will'

Posted on February 28, 2017 by James Cullen



All political campaigns worth their salt feature a film to accompany them. We see it with Party Political Broadcasts in the UK and we've seen it with the US Presidential Elections. The films serve to boost the parties and their candidates, as well as sling some mud at their opponents. But political campaign films are nothing new. In fact, they went by another name back in the 1930s: propaganda. One of the most influential propaganda films is Leni Riefenstahl's 1935 picture [The Triumph of the Will](#).

CULTURE

### The Power of Dragvertising

By JAMES CULLEN 04 APR 2019



To many in the mainstream, the drag queen is a source of entertainment that comes from the fact that she is a man in a dress. Those involved in queer culture recognize the true value her exaggerated makeup and camp flair brings to LGBTQ visibility. She is the custodian of queer history and pop culture. And this has relegated her to her rightful place as the jewel in the glittering crown of LGBTQ counterculture.

### Meet Chris Tavener: the satirical singer songwriter spoofing his way through the music scene

By James Cullen June 23, 2018  
Music · Manchester



Fresh from a live album and DVD launch in Manchester, and the successful completion of a Rockeffers crowdfunding campaign (100% funded) to create a music video series based on current events, satirical singer-songwriter Chris Tavener has the world in his hands. And it's a world he hopes to change through his use of comedy and satire to tackle some of life's biggest challenges.

### Where was the hatred towards The Jeremy Kyle Show when it was actually on?

19 May 2019 | James Cullen



Apparently, the news that *The Jeremy Kyle* show has been cancelled indefinitely is not shocking to many. Apparently, the show has spent the past 15 years exploiting, demeaning, and humiliating those who should be given help by society. Following the death of a participant shortly after taping an episode of the show, the show itself has been denigrated, vilified, and attacked by dozens. Producers have stopped forwards citing how terrible the show is, audience members have reinforced these claims, and celebrities across the board have cited that the poverty porn that *The Jeremy Kyle* Show offers is but a digital Victorian freakshow.

EAST  
ST  
ARTS



Twitter Facebook Instagram YouTube

Newsletter Signup

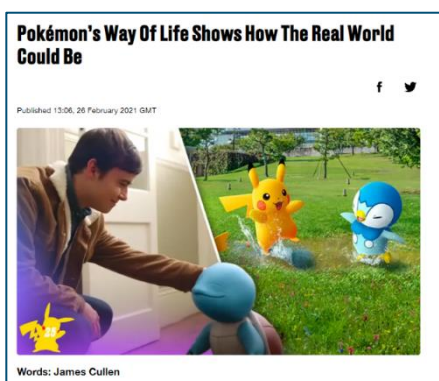
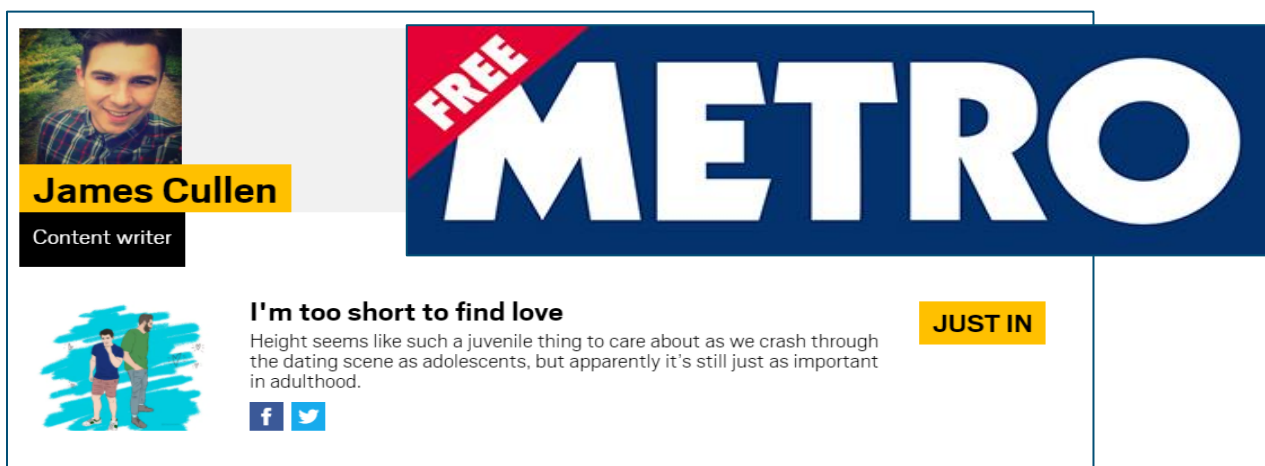
### Change of Heart: Why The Arts Can Be Viewed Negatively By Those Who Aren't Involved

As the saying goes 'All the world's a stage and all the men and women are merely players', but unfortunately, as you like it or not, not everybody wants to learn the script and stand in the spotlight. Shakespeare aside and instead invoking a quote from an equally influential source: when it comes to the arts you either love it or you hate it. But sadly for the arts, unlike Marmite, a lot of people decide they don't like it before they've even had a taste. Why is the arts derided sight unseen more so than any other facet of society, and how can this be remedied to allow the arts to become more inclusive to convert the disparaging masses to a life they didn't realise they were missing?

I have written commissioned articles for The Film Magazine, Evolve Politics, INTO, HuffPost, Metro, Backbench, East Street Arts, and The State of the Arts

## Articles for Commission

Writing this commissioned piece for Metro allowed me to write more emotively with an introspective look at myself in the context of bigger social issues including dating and body image. The LadBible and Dazed pieces looked at culture through a modern lens.



# DAZED

## Content Creation - Newsletters

For global services brand Sodexo I create and curate monthly newsletters for the virtual concierge service the company provides. These newsletters are read by AstraZeneca, Total, Adidas, the NHS, Northumbria University, and Quilter. Topics range from travel-focussed pieces to those offering lifestyle tips and advice. Region-specific articles include the best of new restaurants, bars, and events in cities across the UK. All newsletters are tailored to each client and their region, meaning considerable research is undertaken to ensure accuracy, clarity, and interest across the country.



### The Year of The Ox: Chinese New Year

The Year of the Ox begins on Friday 12th February 2021, but celebrations span the week of 11th-17th Feb. Following the lunar calendar, and also known as the Spring Festival, Chinese New Year marks the beginning of spring.

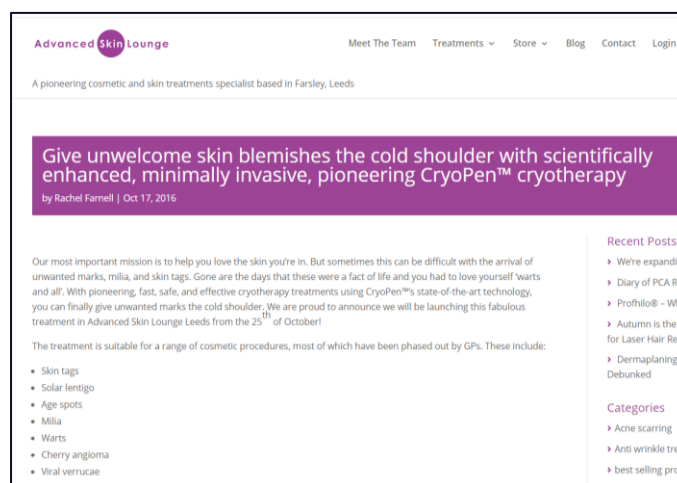
[Read more...](#)



### London Fashion Week 2021

February 19th-23rd will see the best of fashion showcased online on the London Fashion Week digital portal. Featuring both menswear and womenswear, the long weekend will operate virtually for designers in and around London. The event has aimed to encapsulate the glitz and glamour that accompanies the physical event for an online audience.

## Content Creation - Blogs



I am adept at crafting blog content on a variety of topics, from listicles to new features or launches, and the promotion of existing products & services.

I have previously worked with agencies to create SEO-friendly blog content for their clients. Above are blogs for Pro Copywriters, the Emmerdale Studio Experience, and Advanced Skin Lounge



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## Content Creation - Standard Copywriting

**Big Ideas That Work** – For this bespoke marketing and PR campaign subscription service, I analysed and wrote copy about 100s of marketing campaigns around the world.



**Continuum Attractions** – For a website redesign, I was responsible for crafting copy to inform interested customers about the attraction and to convert them to happy guests for the Emmerdale Studio Experience



**AVIE Consulting** – I created SEO-friendly case studies for this Leeds-based engineering design consultancy



**Plarium** - I was tasked with creating 2,800 character names for multiplayer online gaming platform Plarium showing that content writing comes in all shapes and sizes.






## Social Media Management – LinkedIn

From 2021, I have been managing the LinkedIn for Sodexo's concierge service, Circles.

The objective was to post relevant curated and owned content based around employee wellbeing and HR issues.



**Circles UK & Ireland**  
182 followers  
1w •

It's not all sun and sport - what issues are employers set to face this summer? 🌞

👤 **Return to Work:** Many employees will be returning to work this summer. Employers should ensure their teams understand what re-engaging with the workplace will look like, and outline each stage of a return to work, in whatever capacity this may be. Many organisations are implementing a [#WFH](#)/office hybrid.

👤 **Dress Code Changes:** We've only just adopted [#hybridworking](#) but it seems traditional working structures are changing again - many are ditching the dress code. To combat temperatures and juggle hybrid workers, many organisations are implementing a casual dress code.


👤 **End of Furlough:** With the furlough scheme being phased out from July 1st, some employees will be returning to work after a long absence, and may need support as they readjust to new workplace norms. Open communication will be key as people settle back into the weekly routine.

At [Circles UK & Ireland](#), our Re-Engage service supports organisations as their employees return to work, helping to manage expectations and outlining what a return looks like for all.

Get in touch to find out how we can support your organisation with the return to work and the navigation of new ways of working.

[Circles.uk@sodexo.com](mailto:Circles.uk@sodexo.com)  
020 3991 0284

[#workplacewellbeing](#) [#returntowork](#) [#returntotheworkplace](#)



**Circles UK & Ireland**  
182 followers  
1w •

📄 Could pop-up work holidays improve [#employee wellbeing](#)?

👤 Pop-up work holidays are extra self-care days off that aim to alleviate burnout and help employees de-stress.

📄 Given that 17.9 million working days were lost to work-related stress, depression, or anxiety in 2019/20, adding extra paid days off could reduce this figure, improve productivity, and lead to employees improving their [#worklifebalance](#) and being happier in their jobs.

👤 **Dosh** CEO [Ryan Wuerch](#) began giving spontaneous Fridays off to employees in November 2020, known as 'Dosh Days', announcing in a meeting on a Thursday that the following day would involve no work!

[#employee motivation](#) [#employee retention](#) [#employee appreciation](#)



Can pop-up work holidays help workers de-stress?

bbc.com • 3 min read





**Circles UK & Ireland**  
182 followers  
1mo •

📄 The last year has caused a shift in what employees care about and we have seen a more determined effort to improve their [#worklifebalance](#). This means a greater focus on family. 48% of people see family life as more important...see more



Family friendly employers reap the rewards - HR News

hrnews.co.uk • 3 min read

# Social Media Management – Facebook, Twitter, Instagram, Snapchat

snapchat



## SNAPCHAT FILTER EVALUATION

Monday 16th October 9am – 8pm (11 hours)  
Area: 97,306 Sq. Ft

Goal: To determine how successful a Snapchat geo-filter would be.

### Metrics:

Reach: 5k views of filter in use  
Engagement: 158 Uses  
Engagements per hour: 14.36  
Actionable impressions: 406 swipes through filter carousel  
Engagement rate: 38.9%  
Views per engagement: 31.64 on average  
Cost: £29.88  
Cost per engagement: £0.19  
Cost per impression: £0.03  
Snapchat followers gained: 30

Note: Doesn't take into account uses and posts of the filter across other social media channels.



THE

EMMERDALE

STUDIO EXPERIENCE

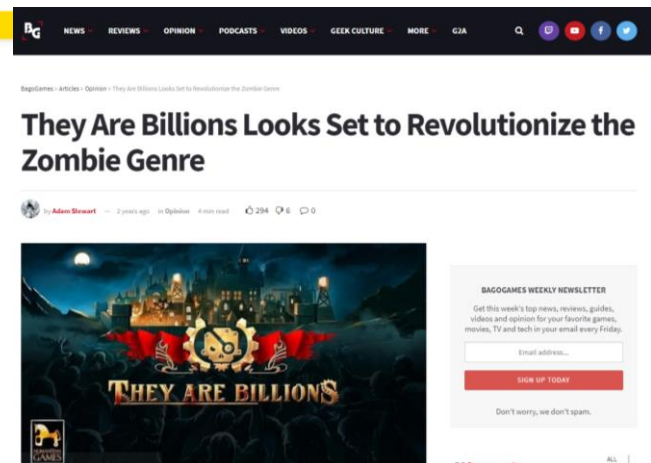
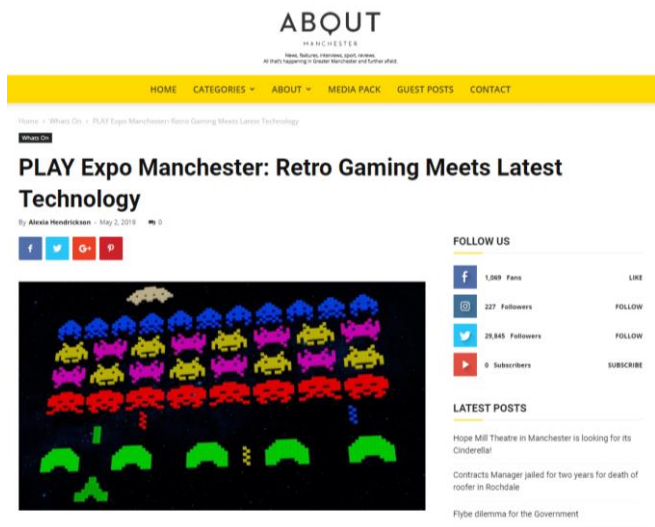
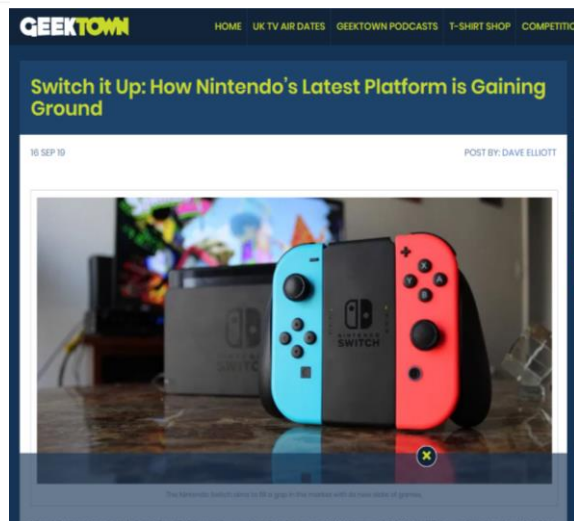


Throughout 2017, I managed the social media for the Emmerdale Studio Experience and Emmerdale: The Village Tour.

Not only did I create and curate content to engage potential guests, but I generated a loyal following which converted to sales and word-of-mouth brand awareness.

## Articles for Digital PR – Gaming and iGaming

Writing content for the iGaming and gaming industries requires encyclopaedic knowledge and a flair to cut through to the target audience, who are usually eager to speed through as much information as they can on their subjects.





## Articles for Digital PR – UK Issues

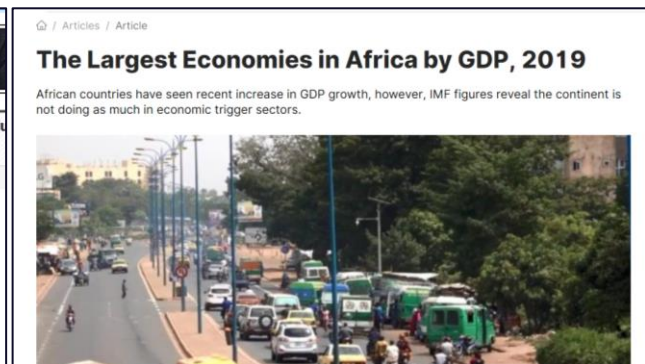


I have created content for UK audiences – on topics from the UK film industry to business, and even deeper, more contentious issues such as the B-word (no, not Birmingham!)




## Articles for Digital PR – World News

Analyzing world events and simplifying them for an audience is one of my skills – and I relish the opportunity to dive into a global topic. Whether it's cryptocurrency in Australia, the Canadian economy, or culture in Nigeria.



## On-site Content


On-site content comes with its own set of issues to consider – from tone of voice to brand style to the goal the brand hopes to achieve with the piece of content. Here are pieces for Deliveroo, the Emmerdale Studio Experience, and Merigo Films



deliveroo foodscene Restaurants Recipes

CUISINE-INSPIRATION

### Make Sushi the Dish of the Day in Abu Dhabi




deliveroo foodscene Restaurants Recipes

Cuisine-Inspiration / Stay sweet! Sweet treats in Bristol to warm up this winter

CUISINE-INSPIRATION

### Stay sweet! Sweet treats in Bristol to warm up this winter



EMMERDALE VILLAGE TOUR

VISIT THE EMMERDALE VILLAGE TOUR

EXPERIENCE THE DRAMA AT THE OUTDOOR TV SET LOCATED WITHIN THE HAREWOOD ESTATE IN LEEDS.

SPRING 2020 VILLAGE TOUR DATES - NOW AVAILABLE  
WRAP UP FOR FOUR SEASONS IN ONE DAY!

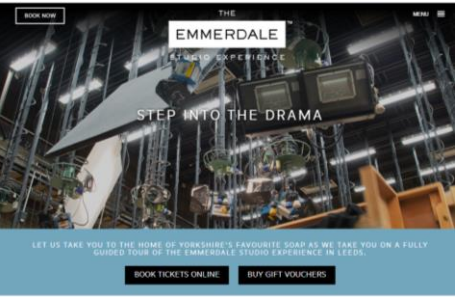
BOOK TICKETS NOW BUY GIFT VOUCHERS

WHAT'S INCLUDED?

Follow in the footsteps of Yorkshire's best loved soap stars as you visit the outdoor Emmerdale village set. When the cameras stop rolling, we're able to open the security gates and allow you to enjoy an exclusive tour of the popular fictional village. There are available an exclusive weekend dates only to producing brands online.

Your journey starts at Harewood that where our coach will transport you to the closest set location. Here you will embark on a 30 minute, fully guided, outside walking tour where you will see exterior sets of the soap, the Village that and many more - with plenty of time to take plenty of pictures. There is then a chance to purchase snacks, refreshments and souvenirs before heading the coach back to Harewood Hall. Your tour and complimentary coach transfers will take around 2.5 hours.

The Emmerdale Village Tour is an outside walking tour with uneven surfaces and some icy areas. Guests are advised to wear the [appropriate clothing](#) and to wear appropriate footwear and clothing.



THE EMMERDALE STUDIO EXPERIENCE

STEP INTO THE DRAMA

LET US TAKE YOU TO THE HOME OF YORKSHIRE'S FAVOURITE SOAP AS WE TAKE YOU ON A FULLY GUIDED TOUR OF THE EMMERDALE STUDIO EXPERIENCE IN LEEDS.

BOOK TICKETS ONLINE BUY GIFT VOUCHERS


WHAT'S INCLUDED?

Your evening meal will begin at the Bury Road Studios, where you'll check out meeting and studio sets, discover industry secrets and get an insider look into how the cast and crew create the gripping storylines that make up Yorkshire's favourite soap. Next then what you down the road to the TV Network Centre, where you'll see even more Emmerdale working sets!

Your fully guided 2 hour tour includes:

- A visit to The Emmerdale Studio Experience and TV Network Centre, where you'll see working sets at both locations
- Complimentary shuttle transfers between sites
- A professional photo opportunity on the most iconic sets in soapland!
- A look at authentic costumes and props
- Interactive experiences

Your tour will finish with a visit to our gift shop where you can pick up a David's Shop bag or a Yorkshire-themed gift. Then time to grab a beer and a slice of cake in our lovely cafe!



merigo films

HOME CONTACT OUR WORK OUR TEAM OUR PROCESS BLOG PRESS PITCH

### Merigo Films | Video Production Process

Take a look at our production process to see how our full-service in-house video production company works to bring your ideas to life to create engaging branded content.

Email us: [hello@merigo-films.com](mailto:hello@merigo-films.com)

## Traditional PR – Creating Opportunities



DECEMBER 7, 2018  
**MERIGO FILMS LAUNCHES IN LEEDS –  
ALUMNI STORIES, JAMES CULLEN AND  
JORDAN MALTHOUSE**



### Start-Up Rebrand In Anticipation Of Channel 4 Move



## Meet James Cullen & Jordan Malthouse of Merigo Films

We may not be in Hollywood, but a new video-production company – headed up by two former graduates of York St John University – is already making waves in Yorkshire, having worked with some of York and the wider region's best-loved brands.

Here, James Cullen and Jordan Malthouse of [Merigo Films](#) tell us more about their new small video production company and their passion for working with local small to medium food and drink businesses.

**FILM DUO GOES FROM SPOONS TO SPOOLS**

Wetherspoon's pubs across Leeds have provided the refreshment, as well as inspiration, for a new video production start-up business based in the city.

Creative director James Cullen and business partner Jordan Malthouse (head of production), both 25, met at York St John University, while studying for a film and television degree.

Seven years on, the pair launched Rhubarb & Rushes on the 130th anniversary of the first-ever film made – also in Leeds.

So far specialising in corporate videography, producing branded short films, they hope to add more fiction and documentary film to their portfolio.

James, pictured (right) with Jordan at The Hedley Verity, explained: "We spent the final six months (multiple days a week), before we launched working on the business, in various Wetherspoon pubs across Leeds.

"We came up with the business name in 'Spoons, thanks to Shells Bank Rhubarb cider: we gained our first client in 'Spoons and have been editing finished films in the pubs since we incorporated.

"Our business has been fuelled on the Chicken Club, toasted paninis, burgers and coffee refills, helped by the atmosphere and prices of Wetherspoon.

"Our favourite is Becketts Bank, with its lively atmosphere, which is just the best... a real vibrancy and a great place for Jordan and me to meet up and work."

14 Wetherspoon | Winter 2018/19 | [jwetherspoon.com](#)

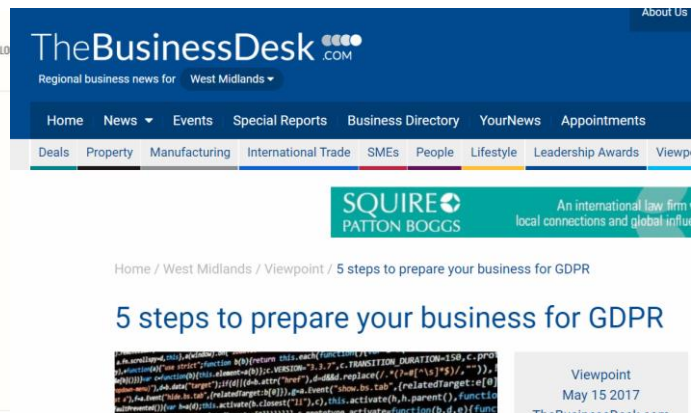


One of my responsibilities for Merigo Films was to create PR opportunities. These included business-related publications, local Yorkshire titles, and more out-of-the-box publications such as Wetherspoon's News!



## Articles for Digital PR – Business

My MSc in Marketing and the experience of running my own business means that the topic I most frequently fall back on is business. Whether I'm writing about ways to expand the brand, to gain and retain customers, or optimize social media, business is my forte.





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## *Fiction*



As well as writing for commercial purposes, I also write fiction.

I have written several short films, short stories, poems, and have completed three novels – one of which is currently being shopped round potential literary agents.

My main fiction writing passion is television – and I have pilot episodes and series outlines for four original 30-minute comedies and three original hour-long dramas.

Most recently, in May 2020 I entered the BBC Writersroom Comedy window and made my way to the longlist – top 11%.

I am a regular participant in National Novel Writing Month, a commitment every November with the aim of producing 50,000 words of a novel.



**National  
Novel  
Writing  
Month**



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## *Prices*



I believe in pricing on a project-by-project basis.

A 10,000-word thesis on my life until this point would be considerably easier to write than a 1,000-word blog on the military industrial complex as it pertains to the Ukraine economy during the 1980s. So, the prices of each would vary.

However, I am flexible and open to discussing how we can work together. For nice, honest businesses or brands I am passionate about, I would prioritize interesting and varied work over an arbitrary fee.

Please feel free to get in touch to discuss how I could help you with your copywriting, social media, or marketing goals.

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