

# Curriculum Vitae - Resume

**Name:** Mr. David Peter Swinfen

Contact number: +66 (0)89 0182857 Sex: Male

Date of Birth: 20th of August, 1979 Nationality/Driver: British/yes

Work Status: UK Citizen with UK bank account and National Insurance number; Thai resident for tax purposes with Thai work permit, Thai Non-immigrant "B" visa, Thai bank account and Thai tax code

Address (Thailand): 406/616 (2708), 27<sup>th</sup> Floor, U-Delight On Nut Station, On Nut Road, Suanluang, Bangkok 10250. Address (UK): 4 Goscote Drive, Lutterworth, Leics. LE17 4ES (+44 01455 554316)

Email me (BUTTON)

Digital properties: [www.davidswinfenassociates.com](http://www.davidswinfenassociates.com) [www.zenofpr.com](http://www.zenofpr.com), [www.justdriveasia.com](http://www.justdriveasia.com)

## About Me

"My adventure in South-east Asia began five years ago, and so far has led me to have dinner with HRH the Princess of Thailand and the Deputy Prime Minister of Laos, two nationwide book publishing contracts, writing speeches for the British and Austrian ambassadors to Thailand, and interviews with racing driver Mark Webber, singer Gabriella Cilmi, burlesque performer Dita Von Tesse, top Thai celebrity Ananda Everingham, and the US Under Secretary of State.

I am serving international clients through my freelance communications and brand consulting service, Davidswinfenassociates.com (to launch in April). I've helped launch top hotels, restaurants, condos, cars, smartphones and international joint ventures. I have grown internationally revered brands like Jaguar and Glenfiddich, worked with the United Nations, walked on fire and beaten ulcerative colitis twice. My story is unusual, and yet continues to be personally invigorating, developing further with each passing month."

## Senior Editor, Vivaldi Integrated Public Relations (Bangkok), November 2011 – present

\* Key role: Managing the strategy, design, creation and editing of all English language content produced for clients by Vivaldi PR, and for the company

Credentials and Capability: The creation of company positioning statement, mission and vision; content creation and implementation of new company web site; pitch for new business and deliver powerful client proposals; enhance relationships with key media in Bangkok through personal relationship management; crisis mitigation, digital and social media strategic brand building; client group rebranding communication and internal (client) marketing communication. Ongoing clients include Jaguar Land Rover, Novotel, Lamborghini, TNT, RMA Group, United Nations UNHCR, Saint-Gobain Group, Singapore Tourism Board, Regent Hotels, Glenfiddich, Stamford University, His Excellency Mark Kent the British Ambassador to Thailand and His Excellency Enno Drofenik the Austrian Ambassador to Thailand.

Web and internet: SEO optimized releases and website content, internal communications: newsletters and bulletins, media publicity: press releases, photo captions and calendar news, marketing: brochures, leaflets, advertising and videos, corporate: speeches (including embassy and ambassadorial), media questions and answers and biographies.

## Author, Public Relations, Phetpraguy Publishing (Thailand), November 2014 - present

\* Authored two books on the subject of Public Relations, available in leading bookstores nationwide in Thailand. "Zen of PR" ([www.zenofpr.com](http://www.zenofpr.com)) volumes cover:

Understanding Public Relations, How to Write a Positioning Statement and Bio, How to Write a Press Release, How to Prepare a Media Q&A, How to Write a Photo Caption, How to Handle Misrepresented Facts, Connecting with Media and Building Relationships, Growing a Fan Base and Engaging Followers, How to Write a Calendar News, How to Write a Media Invitation, Handling Public Appearances and How to Write a Holding Statement and Manage a Crisis.

### **Freelance Writer and Journalist, based in Bangkok, Thailand, April 2010 – October 2014**

* Novotel Ploenchit & Hotel Muse	Press release, internal magazine, interviews, Q&A
* In Residence Magazine (Thailand)	Lifestyle, property, travel, automotive, interviews
* Director Magazine (Thailand)	Business, markets, news and analysis, politics
* New Man Magazine (Malaysia)	Automotive, interviews
* Amro Bank NV (Netherlands)	Asian correspondent for agriculture and markets
* Global Coffee Review (Australia)	Asian correspondent for agriculture, business analyst
* Lexus Magazine (Thailand)	Automotive, travel
* Sideview Magazine (Nigeria, UK)	Lifestyle, travel, automotive, interviews, fashion
* Covet Magazine (Australia)	Lifestyle, celebrity interviews, fashion
* Fubra Career Guides (UK)	Careers guidance and blogging
* Fujitsu APPR Media (Thailand)	Press releases and corporate case studies
* DTAC, Microsoft, HTC (Thailand)	Press releases

### **Freelance Writer and Journalist, based in Warwickshire, UK, April 2009 – May 2010**

* 2 Magazine (Thailand)	Lifestyle, travel, automotive, interviews, men's fashion, health
* Sideview Magazine (UK)	Lifestyle, travel, automotive, interviews, fashion
* Covet Magazine (Australia)	Lifestyle, celebrity interviews, fashion, automotive
* Fubra Job Guides (UK)	Careers guidance and blogging
* Network Publishing (Bucks. UK)	Advertorial features and automotive
* Freelance Copy UK (London)	Advertorial and press releases

### **Prior (non-media) work history**

2006 – 2009: Uponor Housing Solutions (Ltd.) - Commercial Sales Negotiator for large-scale under-floor heating; 2005 – 2006: Siemens IT Services - Infrastructure Scheduler for Royal Bank of Scotland Retail Banking branches; 2004 – 2005: 12-month tour with London rock band, Albany Down (currently on fourth studio album); 2003 – 2004, Trelleborg Industrial AVS (Ltd.) – European & US Sales & Marketing Coordinator; 2002 – 2003; Fortec Distribution (Ltd.) - Purchase Ledger Controller; 1998 – 2002, Aggregate Industries PLC - Purchase Ledger Clerk.

### **Academic Qualifications**

Chartered Institute of Marketing (CIM), Professional Certificate (GNVQ4) – Loughborough College, United Kingdom.

Higher Education: 3 A Levels (English, Politics, General Studies) - Lutterworth Grammar School and Community College, United Kingdom.

### **Personal life**

When I am not busy with my full-time PR role in Bangkok, I devote time to developing my digital communications agency, [www.davidswinfenassociates.com](http://www.davidswinfenassociates.com), and to supporting international clients achieve their brand communications objectives. The associates are a group of professionals/friends who freelance internationally, in Wordpress design, English marketing writing and for English/Chinese/Thai translation. I am the founder.

I am personally interested in medicine, biology, politics, finance and English literature, and often have Berkley University lectures or senior surgical lectures playing in the background as I work. I was diagnosed with

ulcerative colitis in 2006, and have achieved remission twice, hence my strong interest in medicine and nutrition.

I am currently interested to go back to study, particularly in the field of finance, and enjoy financial and technical writing - another growing area of my international freelance work. In the past, I have launched, ran and sold for profit my own bar and nightclub in Leicestershire, England, and spent four years touring, managing and producing for a UK based rock band. I also spent several years day-trading FOREX, FTSE and AIM-listed stocks and commodities. These experiences in (and passion for) entrepreneurialism, creative industry and business/finance management often inspire my vision going forward.