

**SIMON CRERAR**

*1 Frogley Road, Dulwich, London. United Kingdom*

**January 2006 to December 2009**

The Times, London  
Arts & Entertainment editor, Times Online

**July to December 2005**

Times Online and Guardian Unlimited, reporting and editing shifts

**June 2004 to June 2005**

Friends of the Earth, London  
Web editor at the UK's leading environmental pressure group

**January to July 2003**

Sydney Morning Herald  
News editor on SMH.com.au, Australia's most popular news website

**July 1998 to August 2002**

The Sunday Times, London  
Various roles on the Magazine and Culture. Two years as editor on technology section

**Skills & Successes**

Extensive recent experience editing the Arts & Entertainment section of Times Online, a dynamic 24/7 international news website with 21 million unique users each month.

Well-developed news and interview style: recent interviewees include Sir Michael Caine, Scarlett Johansson, Keira Knightley and Daniel Radcliffe. Extensive multimedia experience presenting, producing and editing a huge variety of video and audio reports and features.

Launched the first dedicated Bollywood section on any UK national newspaper website, securing interviews with Amitabh Bachchan, Aishwarya Rai and Shah Rukh Khan, plus backstage coverage of IIFA and Zee Cine movie awards.

Passionate promoter of good content, disseminated as widely as possible, raising the profile of paper's writers, seeking out exclusives and creating market leading editorial initiatives.

Successfully increased engagement with our core audience, radically reworked the Arts & Entertainment section to promote the strongest possible content to our readership.

Built strong relationships with external partners to the benefit of The Times, forging particularly close collaborations with the British Museum, BFI, Tate Gallery, Sky Arts and AEG in the UK, and Apple, Star TV, Indya.com, IGN and Rotten Tomatoes internationally.

Host of innovative editorial ideas included four out of top five Most Read stories of 2009.

Developed and managed dedicated content rich websites for key events in the arts calendar, including the Oscars; Cannes and London film festivals; Edinburgh's arts and book festivals; Cheltenham Literature Festival; the Brits, Baftas, Proms and summer music festivals.

Launched the Sony Awards nominated Sounds music podcast, attracting a loyal weekly audience of 10,000+ to interviews with leading artists such as Mika, David Bowie, Elton John and The Gossip. Recently organised the online only Edinburgh 60 Second Comedy Festival. Managed a team of journalists. Day to day duties included liaising with our design, pictures and subbing teams – choosing images, approving layouts and writing heads and straps.

Persuasive champion of the value and reach of online: clear understanding of social media.

Thrive on challenges, particularly deadlines against the clock. Hate procrastination.

Developed my feature style during a spell abroad from Sep 2002 to May 2004, writing a successful weekly travel column for Australia's biggest selling Sunday, and reporting on topics as diverse as Easter Island, North Korea's missile crisis and Russian internet brides.

At The Sunday Times technology section I built a roster of skilled specialist writers, chose the websites they reviewed; and brought an insider's knowledge to ensure we evaluated a balanced range of topics appealing to the whole readership, across all ages and interests.

My responsibilities swiftly grew to include the conception and commissioning of a broad variety of cover features, and I learnt the importance of matching writer to subject, precise briefing and careful copy-editing. Running celebrity interviews meant pinning-down stars.

I am the author of the Virgin Internet Research Guide. Published throughout the English-speaking world, it showed how to find accurate, up-to-date information from hundreds of specialist websites, and track down experts on any subject imaginable.

I have sat as a judge for the BAFTA Interactive Awards, Britain's 'internet Oscars'.

### **Travel and play**

Scuba, snorkelling, snowboarding, swimming, dancing, culture: lots of culture. Recent overseas adventures include diving with whale sharks in Mozambique, walking the Great Wall of China and exploring Dali's childhood haunts in Catalonia. Other interests include ornithology, nephology, rare books, fine wine and Manchester City Football Club.

### **Higher education**

1997-98 London College of Printing. Post Graduate Diploma in Publishing

1994-97 Manchester Met University. BA (Hons) History of Art

1992-93 Manchester University. BA (Hons) Politics and Modern History

1984-92 Daniel Stewart's and Melville College, Edinburgh

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### **Date of birth**

August 16, 1974

References upon request