

EDWARD LLOYD OWEN • +44(0)7790021367 • elo@elloydowen.com

EXECUTIVE SUMMARY

I have been a Strategic Communications & Digital Media Consultant & Director for 15 years, and now have deep experience in leading military and civilian StratComm planning, public relations, media handling, counter-dis/misinformation, social media, crisis comms, target audience analysis, narrative construction and psy ops. I am calm, flexible and a proven leader in combat and hostile environments. I have training and experience in planning and executing military information operations, outreach & stabilisation operations, as well as civilian international corporate & political communications campaigns.

I am also a professional photographer of 10 years and a member of the British Army's Information Operations formation, 77th Brigade, since its inception in 2014, for which I have generated content across all channels.

I am currently looking for a senior leadership & comms role in government, geo-political, conflict or corporate strategic communications or info ops, and would be very happy to consider positions either in the UK or abroad.

CORE SKILLS

~ Strategic Communications ~

- Social Media & Digital Strategy
- Content Generation – Photo/Video/Copy
- Information Domain & Environment Analysis
- Target Audience & Channel Analysis
- Strategic Info Ops & Narrative Construction
- Measure/Assessment of Effectiveness
- PR Planning, Media Handling & Spokesman
- Outreach & Engagement Planning & Ops

~ Operations & Leadership ~

- Proven Combat Leadership
- Decision Making, Gap Analysis & Briefing
- Current & Future Operations Management
- Capability Development
- Human Resources Management & Training
- Accounting & Financial Planning

~ Creative & Technical Skills ~

- Professional News / Event Photography
- Narrative aligned storyboarding
- Film Making – producing, directing, editing
- Interview and Media Spokesman Training
- Copywriting & Article / Blog Generation
- Press Release / Statement / Speech writing
- SM Content within narrative framework
- Situational Report Writing & Briefing
- Web Design and Development inc ecommerce
- SEO, Google Web & Analytics, PPC, Paid Ads
- Expert software knowledge & experience in:
 - Adobe CC: PS, Lr, LrC In, Br, Ai, Premiere
 - MS365 Suite: doc, xlsx, ppt, access, teams
 - Misc other software – WordPress, Xero etc

CURRICULUM VITAE

77th Brigade, British Army

Captain

Aug 2014 – Present

- Psychological, Information & Media Operations Staff Officer, Planner & Practitioner; Counter-Dis/Misinformation Specialist; Combat Camera Team Leader (CCT) in Operational Media and Communications Group, 77th Brigade (77X) – Defence's primary '*Information Manoeuvre*' formation.
- Media Operations Staff Officer and Combat Camera Team leader (2015-Present).
- Operational deployments to CYP, EST, KAZ, KEN, NGA, as well as intermittent support to UKSF from UK.
- Lead Staff Officer for counter-disinformation and OSINT operations in 77X for C-19 support, reporting indirectly to the Head of the Govt Communications Service in The Cabinet Office and x-WH (2020).
- Security clearance: Developed Vetting (DV) & strap inducted.

The Ansel & Fox Group

Founder & Managing Director

Apr 2012 – Present

- StratComms & PR, Management Consultancy, Leadership Training, Event Planning on an ad hoc basis.
- Expeditionary & Event Photographer; professional events, news, travel, portrait, corporate imagery.
- Digital Content Creator/Curator/Strategist, Digital Marketing & Analytics, Web Designer/Developer.
- Private photographic curator/archivist & album designer for HNWS/UHNWS and other institutions.

- A Short Walk Home** **Long Distance Adventurer** **Apr 2015 – Aug 2015**
- Walked across 9 countries on foot in 5 months: CYP, TUR, GRE, MKD, ALB, ITA, CHE, FRA, GBR
 - Designed & built a dedicated website and curated specialist SM channels – whilst walking.
 - Generated coverage in The Daily Telegraph, The Daily Mail et al, resulting in 2M OTS – whilst walking.
 - Raised over £30,000 for *Walking With The Wounded* – a military charity dedicated to UKMil veterans.
- ABF The Soldiers’ Charity** **Senior Communications Consultant** **Jan 2013 – Sep 2013**
- Senior comms planner and manager, overseeing all local PR & media activity across the UK.
- MP’s Office, House of Commons** **Principal Speechwriter & Researcher** **Aug 2011 – Apr 2012**
- Principal speechwriter and constituency casework researcher for MP’s office.
- Bell-Pottinger, Chime PLC** **Digital Communications Director in BHR** **Mar 2010 – Aug 2011**
- Specialist digital consultant providing digital StratComm and international PR advice to the BHR Govt and HRH The Crown Prince, Salman Al Khalifa, during ‘The Arab Spring’ in country.
 - Director for all digital aspects of the IAA, most notably the official BHR Govt’s Twitter feed.
 - Designed and built the official website and other digital (social media) assets within 48 hours for the period of the National Dialogue – strategic negotiation between Sunni & Shia factions in country.
 - Delivered strategic digital media analysis reports twice daily to HRH The Crown Prince.
 - Delivered media analysis and StratComm recommendations to various BHR institutions.
 - Other projects undertaken whilst working for Bell-Pottinger included:
 - Weekly media products and analysis for the Office of the Prime Minister in KWT;
 - The complete digital strategy and implementation plan for the Govt of KWT;
 - The complete digital strategy and implementation plan for the Govt of LKA;
 - Planned and delivered a PR event for the AFG Minister for Mining; and,
 - Planned and delivered a conference for the UKR Hotel and Leisure Sector in Kiev.
- WSM Sponsorship Ltd** **Senior Communications Consultant** **Jan 2010 – Mar 2010**
- Communications Consultant running the ISPS/Handa Golf Sports PR Strategy incl. website design.
- The Royal British Legion** **Communications Consultant** **Oct 2009 – Dec 2009**
- Member of TRBL Comms team for Poppy Appeal 2009 including Royal Wootton Bassett repatriations.
- ONE Communications Ltd** **Account Director & Digital Manager** **Sep 2008 – Oct 2009**
- Accounts managed included Project 65, Supacat, BLESMA, Fujitsu, BCB International, The Freemasons.
- 9th/12th Royal Lancers** **Captain (Outreach & Media Ops Staff)** **May 2002 – Aug 2008**
- Troop Leader; RHQ Outreach & Stabilisation Staff Officer in IRQ; Media/Info Ops Staff Officer in FLK.

PROFESSIONAL & ACADEMIC QUALIFICATIONS

- 2020 Joint Operational Planning Course & Joint Information Operations Course
- 2019 Psychological Operations & Target Audience Analysis Course
- 2015 Defence Communicators’ Course & Combat Camera Team Planning Course
- 2007 Joint Media Operations Course & Civilian/Military Cooperation Course
- 2002 Royal Military Academy Sandhurst Commissioning Course & Troop Leaders’ Course,
- 2026 MSc in International Communications / Politics or similar (planned)
- 2022-24 Oxford University; Application for History & Politics to start undergrad degree in Autumn 2022.
- 2021-22 Self-Study through remote learning – History & Politics A-Levels
- 2002-03 Oxford Media and Business School; HND (Distinction) Business Management & Administration.
- 1994-99 Eton College; Mathematics, Physics, Geography A-Levels.

~ Please view and download this CV direct from <https://elloydowen.com/cv> ~