

DAVID CORFIELD

SENIOR CONTENT MARKETING
EDITORIAL | COMMUNICATIONS
BRAND STORYTELLING

CONTACT

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PROFILE

I am a creative, commercially focused content marketing and communications professional with decades of experience delivering high-impact editorial, digital and marketing content for internationally recognised brands including Canon Europe, Bonhams, LVMH (Glenmorangie), GN Group (Jabra) and numerous publishing organisations.

An accomplished editor, journalist, copywriter, photographer and creative strategist, I have extensive experience developing integrated content strategies that build audiences, strengthen brands and support commercial growth across print, digital, social media and video channels.

Equally comfortable leading editorial teams, producing executive-level copy, creating digital campaigns or directing visual storytelling, I combine strategic thinking with exceptional writing and creative skills to produce engaging content that delivers measurable business results.

Over my career I have interviewed internationally renowned photographers, created content for global technology brands, led editorial teams, directed photography, produced marketing campaigns, developed communications strategies and managed publishing operations.

CAREER HIGHLIGHTS

- 30+ years leading editorial, publishing and content marketing projects.
 - Produced content for globally recognised brands including Canon Europe and LVMH.
 - Successfully relaunched six national magazine titles.
 - Built an independent communications consultancy serving international clients.
 - Produced thousands of published articles, campaigns and marketing assets.
 - Specialist in photography, journalism and visual storytelling.
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EDUCATION

Bachelor of Arts (Photography)
Blackpool College. Sponsored by
Audi UK in my final year.

SKILLS

Content Strategy and Planning
Copywriting • Brand Development
Digital Publishing • SEO Writing
Content Management Systems
(CMS) • Adobe Creative Cloud
Photoshop • Lightroom • InDesign
Microsoft 365 • Social Media
Management • Photography • Video
Production • Project Management
Experienced in using generative AI
to accelerate content creation while
maintaining brand tone and editorial
quality.

HOBBIES

Landscape photography
Classic vehicle restoration • Vinyl
records • Travel • Culture • Art •
Live music

PROFESSIONAL STRENGTHS

- Editorial Leadership
- Content Marketing
- Strategic Communications
- Commercial Storytelling
- Executive Copywriting
- Publishing
- Creative Direction
- Brand Communications
- Audience Engagement
- Stakeholder Management
- Project Leadership
- Content Operations
- Editorial Operations
- Integrated Marketing
- Demand Generation
- Customer Journey
- Marketing Strategy
- Omnichannel Marketing
- Campaign Optimisation
- Performance Marketing
- CRM
- Marketing Automation
- Conversion Optimisation (CRO)
- Analytics
- User Experience (UX)

SELECTED CLIENTS

Canon Europe
Bonhams
LVMH (Glenmorangie)
GN Group (Jabra)

WORK EXPERIENCE

DAVID CORFIELD COMMUNICATIONS LTD **Managing Director | August 2017 – Present**

Founded and developed an independent communications consultancy providing strategic content marketing, editorial, photography and creative communications services for international brands.

Key achievements

- Developed integrated content marketing strategies for Canon Europe, Bonhams, LVMH (Glenmorangie) and GN Group (Jabra).
 - Produced commercial copywriting, editorial features, photography, product marketing campaigns and digital content.
 - Delivered creative brand storytelling across websites, social media, brochures, advertising and video.
 - Managed client relationships from concept through delivery.
 - Led multiple concurrent projects while consistently meeting demanding commercial deadlines.
 - Developed compelling brand messaging that strengthened customer engagement and brand positioning.
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THE RED DOT AGENCY

Editor – Canon Professional Network (Canon Europe) | May 2012 – August 2017

Led editorial production for Canon Professional Network (CPN), one of Europe's leading professional photography and filmmaking platforms.

Key achievements

- Led editorial planning and content production for a high-profile international publishing platform.
 - Produced and commissioned over 2000 editorial features covering photography, filmmaking, technology and industry developments.
 - Managed international contributors, photographers and industry specialists.
 - Developed digital content strategies supporting Canon Europe's marketing objectives.
 - Produced interviews, product launches, feature articles, event coverage and technical content.
 - Worked closely with product marketing, communications and social media teams.
 - Represented Canon Professional Network at major international industry exhibitions and product launches.
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PERFORMANCE FRENCH CARS MAGAZINE

Editor | January 2010 – January 2012

- Relaunched a specialist automotive publication.
- Developed editorial strategy and content planning.
- Produced editorial features and photography.
- Managed magazine production from planning to publication.

- Worked closely with advertisers to create commercial marketing opportunities.
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LIFE MEDIA LTD

Editor – Pixel Magazine | January 2008 – December 2009

- Successfully relaunched a weekly photography industry publication.
 - Researched industry trends and emerging technologies.
 - Produced editorial features and news content.
 - Worked collaboratively with advertising teams to increase commercial revenue.
 - Expanded digital publishing initiatives.
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GMC PUBLICATIONS

Editor – Black + White Photography Magazine | February 2006 – December 2007

- Successfully repositioned one of the UK's leading photography titles.
 - Commissioned editorial contributors.
 - Conducted interviews with internationally respected photographers.
 - Managed magazine production and flat-planning.
 - Developed online editorial content alongside print publication.
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KELSEY PUBLISHING

Editor / Sub-editor – Modern Mini Magazine | January 2004 – January 2006

- Managed editorial production schedules.
 - Coordinated designers, writers and production teams.
 - Ensured timely delivery of monthly publications.
 - Edited and proofread editorial copy to professional publishing standards.
-

ARCHANT PLC

Deputy Editor – Photography Monthly | January 2003 – January 2004

- Managed editorial planning and magazine production.
 - Commissioned freelance journalists and photographers.
 - Controlled editorial budgets.
 - Produced interviews and feature articles.
 - Developed digital publishing initiatives.
-

WARNERS PLC

Editor – VW Motoring Magazine | January 2001 – December 2002

- Successfully relaunched the magazine.
 - Created a new editorial direction.
 - Managed commissioning and production.
 - Worked closely with advertising teams to maximise commercial opportunities.
 - Expanded online editorial presence.
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EMAP PLC

Features Editor – Practical Photography & Photo Answers | June 1996 – December 2000

- Produced major editorial features and tutorials.

- Interviewed internationally recognised photographers.
 - Created highly engaging educational content.
 - Helped develop two of Britain's leading photography magazines.
 - Commissioned freelance contributors and photographers.
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FREELANCE WRITER & PHOTOGRAPHER

January 1991 – January 1996

Produced editorial photography and feature articles for leading national consumer publications including automotive, photography, technology and lifestyle magazines.

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