

RACHEL PUGH

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Profile:

Award-winning communicator on medical/health, with both extensive media and health industry experience and a parallel strand in arts writing. Creativity and flair backed up by scientific literacy and an ability to initiate and sustain major projects.

Key career achievements:

- **Three major awards for feature writing** – Medical Journalists Association commendation, winner BT Feature Writer Of The Year, winner British Guild Of Editors Feature Writer Of The Year
- **Freelance writer on health for national publications** – Times Educational Supplement, Guardian, Independent, Hospital Doctor, Daily Telegraph (ongoing)
- **Technical/medical writing** for Colgate Palmolive, GSK, Medtronic – writing briefing papers, seminar and workshop briefing and preparing material for publication in scientific periodicals (ongoing)
- **Health PR and communications** – McCann Europe, Cohn & Wolfe, Waggener Edstrom, Clew Communications
- **Launch head of communications for unique UK medical education organisation** – based at Wythenshawe Hospital, Manchester, involving strategic advice, publications, web material and organisation of global health conference
- **Series of articles on meningitis** to celebrate the 10th anniversary of the implementation of the meningitis C vaccination programme, commissioned by Novartis
- **Editor and instigator of good practice health magazine** produced by Greater Manchester Strategic Health Authority (February 2003 to July 2010). Advisor for NHS North West on world-class communications
- **Media consultant to Macmillan Cancer Support** achieving extensive coverage in regional, national, ethnic community and trade press, and community radio on cancer issues
- **Health editor and initiator of Manchester Evening News' first weekly health page**, which attracted a major sponsorship deal and spawned a monthly advertising-supported supplement (Nov 1997 to Dec 2002)
- **Arts correspondent for Manchester Evening News** – establisher of new classical music and visual arts page in the paper's successful entertainments supplement, with a host of exclusive interviews with international stars to her name (1991 – 2006)
- **Consultant for Hallé and BBC Philharmonic about future and marketing of orchestras.** Regular contributor to BBC publications
- **BBC television and radio experience** as researcher for BBC North in sole charge of early and late bulletins, research for evening programmes and even last-minute news reader
- **Discovery of bog man** – as a hard-working and enterprising trainee reporter in Cheshire, whose nose for the unusual led her to discover bog man Lindow Peat – and an international story

Career History:

Freelance writer and communicator specialising in health (December 2002 to date):

- Writer and communications consultant for McCann Manchester on seven-country ADHD project (February to May 2012)
- Technical communications for pharmaceutical industry (Glaxo, Novartis and Colgate Palmolive) medical companies (Medtronic)
- Head of communications for 12 months at UHSM Academy – to launch a unique medical education organisation (October 2009–November 2010)
- Media consultant for NHS North West (2002–2009) – two days a week on strategic

- communications, publications, advising on world-class communications
 - Editor and designer of several NHS and Department of Health publications.
 - Writer for national newspapers including Times Educational Supplement, Guardian, Independent, Hospital Doctor and Daily Telegraph
 - Associate writer for specialist medical agency, Clew Communications tackling subjects including meningitis, MS,
 - Media consultant and writing (technical and non-technical) for The Centre for Maternal and Foetal Research at Manchester University
- Feature writer Manchester Evening News (August 1991 to December 2002):
- Health editor and establisher of weekly health page (Nov 1997 to Dec 2002)
 - Also Arts editor writing on classical music and visual arts
 - Feature writer
- Freelance journalist with health focus (March 1990 – July 1991)
- Researcher and in charge of early and late bulletins at BBC North West Tonight
 - Writing for The Guardian, the Sunday Express, the Times Educational Supplement and Manchester Evening News
- Journalist at Oxford and County Newspapers (April 1986 – March 1990)
- Chief Feature Writer for Oxford Times (Mar 1989 – Jan 1990) and award winner in Medical Journalists' Association Competition (Dec 1989).
 - Freelance researcher for TV drama documentary on Lindow Man
 - Sub editor on Oxford Times (May 1987–Jan 1989) and chief sub editor for Bicester Advertiser
 - Reporter for Oxford Mail, Oxford Times and Bicester Advertiser (April 1986–May 1987)
- Reporter Cheshire County Newspapers (August 1983 – April 1986)
- Northwich Guardian (July 1985–April 1986) also weekly shifts with BBC Radio Manchester
 - Trainee reporter Wilmslow World (August 1983–July 1985)

Education and training:

- Graduate of Manchester University with Upper 2nd class BA/BSc in Psychology. Two ICI scholarships for exam successes. First class in Russian subsidiary subject going from beginner to A-level in a year.
- Educated at Northwich County Grammar School for Girls, Northwich, Cheshire, leaving with four A levels and 12 O levels.
- Completion of National Council For Training Of Journalists graduate block release course at Richmond College, Sheffield with 1 distinction, 3 credits and 2 passes. Journalism Proficiency Test

Personal details:

- Status – Married.
- Mobility – Full driving licence. Own car.
- Nationality – British/Swiss.
- Languages – fluent French (Swiss mother), working German and basic Russian.

Leisure interests:

- Diploma level cellist who plays in a number of chamber music groups and gives concerts for fun and for charity. As a teenager I won a place at the Junior School at the Royal Northern College of Music. My string quartet was the only amateur group to be invited to play in all 12 International Chamber music festivals at the RNCM. I also play the piano and go to concerts.
- Keen contemporary dancer and participator in physical theatre and mime
- Yoga
- Fell and mountain walker – I enjoy exploring the wilder parts of Scotland and walking in the Swiss Alps for the joy of being in high places and the delight in physical activity.
- Watercolour painting – I relax by trying to paint the tranquil places I love to explore.
- Reader of books in French and English.