

# Adrian Mahoney

## Personal Details:

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Address: 5 Craigallan Park, Bo'ness, EH51 9QY  
Telephone Number: 01506 823714  
Email Address: [adrian@theprstore.co.uk](mailto:adrian@theprstore.co.uk)  
Nationality: British  
Driving Licence: Full, Clean  
LinkedIn profile: <https://www.linkedin.com/in/adrianmahoney>

## Summary:

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Adrian Mahoney is an experienced manager and journalist – and an award-winning public relations professional. He has worked in the media and communications industry for nearly 30 years. Key strengths include media relations, copywriting and design. He has excellent IT, web and social media skills. He also delivers media training.

Away from work, Adrian's interests include arts, heritage and tourism. He loves photography and has made a small film for a charity he works with. He also loves to travel. Recently he has worked as a consultant to the in-house press team at the University of Stirling: producing news releases and pictures for the local and national media and contributing to the University's web and social media channels. He also worked with both the press and web teams at Scottish Enterprise as an external consultant, latterly helping to integrate content from a range of external websites into the main [www.scottish-enterprise.com](http://www.scottish-enterprise.com) site.

## Experience:

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### Managing Consultant at The PR Store – [www.theprstore.co.uk](http://www.theprstore.co.uk) November 1999 - Present (15 years)

Adrian runs an award-winning consultancy in Bo'ness. He specialises in copywriting for the web, writing and designing newsletters, website/podcast production work, some media training and general media relations. The agency was named as a finalist in the Small Team/Sole Practitioner category in the IPR Pride Awards 2004/5. A year later he won gold in the same awards (now run by the renamed CIPR) for the best community campaign, to promote community councils using the internet.

His clients, past and present, include:

- Castle Rock Housing Association (Now Castle Rock Edinvar Housing Association)
- CIPR Scotland – the Chartered Institute of Public Relations (pro bono)
- Clark Eriksson, Falkirk
- Dunedin Canmore Group – a housing association
- FEAT - Falkirk Enterprise Action Trust, a business support body
- Forth Valley Health Board (now NHS Forth Valley)
- Inspire East – a development agency (for Conkerhouse, Glasgow)
- Manor Estates Housing Association
- NHS Lothian
- North Lanarkshire Council
- Ogilvie Construction
- Queensferry Ambition – business improvement district / town centre management body
- Queen Margaret University, Edinburgh
- Railtrack (now Network Rail)
- Scottish Enterprise – working with a range of teams, including creative industries and tourism
- Sun Microsystems Scotland (now part of Oracle)

- The Friends of Kinneil – a charity promoting an arts/heritage venue, Kinneil House (pro bono)
- TSG – a technology company (with Spinney and Partners)
- The University of Stirling
- Viewpoint Housing Association
- West Lothian Association of Community Councils – working with a range of volunteers on an award-winning project
- West Lothian Chamber of Commerce
- West Lothian College
- West Lothian Council

**Senior Councillor, Falkirk Council  
May 2007 – Present**

In addition to running a PR consultancy Adrian has been a member of Falkirk Council. During his time on the local authority he has taken on the following roles:

- Board member of Falkirk Community Trust, a major charity running arts, heritage, parks and leisure facilities for Falkirk Council.
- Portfolio holder for culture, leisure and tourism - being a key spokesperson on these issues for the Council, and dealing with external bodies such as Creative Scotland and VisitScotland. This portfolio includes sport and physical activity, and outdoor spaces such as parks and heritage sites.
- Convener of economic strategy and development (until 2012) - working with the local business community
- Joint Depute Leader of Falkirk Council (until 2012).
- Convener of environment and heritage at Falkirk Council, leading on recycling initiatives.
- Past chair of Forth Valley Tourism Partnership.

*In the past, his Council roles have called on him to deal with local and national media. He is standing down from the local authority in spring 2017.*

**Publicity Officer, The Friends of Kinneil (unpaid)  
May 2006 – Present**

He also volunteers for an award-winning charity, The Friends of Kinneil. He was instrumental in setting up the group, has developed its website and social media presence – [www.kinneil.org.uk](http://www.kinneil.org.uk) / [www.fb.com/kinneil](https://www.facebook.com/kinneil) and [www.twitter.com/kinneil](https://www.twitter.com/kinneil) – and is responsible for day-to-day marketing and audience development. He writes and designs all the brochures/leaflets produced by the charity, and buys print on its behalf. The charity won a Scottish Heritage Angel Award in 2016. <http://j.mp/2eCTyLG>

**Account Manager at The Business  
1999 - 1999 (six months)**

Adrian worked on media relations campaigns for a range of clients including charities and the loudspeaker company Tannoy and the charity Deaf Connections. He also helped to launch a new daily charity lottery with Littlewoods.

**Communications Officer at Scottish Homes  
1997 - 1999 (2 years)**

For nearly two years he was a communications officer for the Highlands and Islands and North and East Regions for Scottish Homes, a government agency. He covered a substantial section of Scotland, from the area north of the Forth Bridge to the Shetland Isles. He worked primarily on media relations for SH-funded projects, building up strong links with local housing association and community partners.

**Chief Reporter - The Falkirk Herald, Scotland's largest-selling local weekly newspaper  
1991 - 1997 (6 years)**

**Junior/General Reporter - The Falkirk Herald at Johnston Newspapers  
1987 - 1991 (4 years)**

During a ten-year period at The Falkirk Herald, Adrian was chief reporter for the six years, managing the news team at Scotland's largest-selling local weekly newspaper, covering lead stories and working to tight deadlines. He also helped sub-edit the paper and organised promotions and competitions with a range of organisations.

***During his spell at The Falkirk Herald he also freelanced at the Daily Record as a sub-editor – and worked on commissions for The Business consultancy, which he later joined full-time.***

**Skills and expertise:**

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- Experienced manager and fully qualified journalist.
- Has strong public relations skills, working in PR for 17 years, following 10 years in newspapers. Was a previous vice-chair of the Chartered Institute of Public Relations in Scotland.
- Strong writing/copywriting skills.
- Experienced in desktop publishing – using QuarkXpress, InDesign and Photoshop – to create brochures, newsletters, newspapers, flyers and annual reports.
- Strong internet skills. Helped develop the Scottish Enterprise website, creating copy and graphics. Experience of Obtree, Terminal 4 and WordPress content management systems. Has used surveymonkey.com, Buffer, Canva, Hootsuite and other web tools. Currently manages Facebook, Twitter, YouTube and Instagram channels for a charity and a business group. Also uses Mail Chimp to create weekly email newsletters.
- Extensive experience working with community and business groups.
- Strong IT skills. Good knowledge of Microsoft Office products.
- Keen amateur photographer - using his photographic skills to help a range of clients.

**Education:**

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- Chartered Institute of Public Relations, Awarded accredited practitioner status, 2005
- National Council for Training of Journalists, Proficiency Certificate in Practical Journalism - passed, 1989
- SCOTVEC / Napier College of Commerce and Technology, SCOTVEC Higher National Diploma in Journalism Studies - Pass with distinctions in Use of Language and Information Sources - awarded November 1987
- National Council for Training of Journalists, Shorthand 100 wpm - passed, March 1987
- Scottish Certificate of Education / Bo'ness Academy, Higher Grades in English, Geography and Art and Design, 1985
- Scottish Certificate of Education/ Bo'ness Academy, Ordinary grades in English, Geography, Arithmetic, Mathematics, Art and Design, Accounting and Secretarial Studies, 1984

## Referees:

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**Kirsty MacGregor, former Director of Marketing & Public Relations, Deputy Director of Development & External Affairs, University of Stirling**

Mobile: 07971057589

Personal email: [kizz29@btinternet.com](mailto:kizz29@btinternet.com)

**Elaine Henderson, PR and Media Manager, West Lothian Council**

West Lothian Civic Centre

Howden South Road, Livingston, West Lothian, EH54 6FF

Telephone: 01506 282005

Email: [elaine.henderson@westlothian.gov.uk](mailto:elaine.henderson@westlothian.gov.uk)

**David Farrell-Shaw, former New Media Manager at Scottish Enterprise**

6 Machrie Green, East Kilbride, G76 9NJ

Telephone: 0770 7951604

Email: [davi.shaw@gmail.com](mailto:davi.shaw@gmail.com) or [david@2scoreplus.org](mailto:david@2scoreplus.org)

**Councillor Craig Martin, Leader, Falkirk Council**

Municipal Buildings, West Bridge Street, Falkirk

Telephone: 01324 506100

Email: [craig.martin@falkirk.gov.uk](mailto:craig.martin@falkirk.gov.uk)

## Testimonials:

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- "I had the pleasure to work with Adrian in a high pressured and challenging communications environment. Adrian was creative, hard working, highly dependable and a source of calm in a crisis. He employs tact and decorum when required, but can also cheer up any team or individual with kindness, humour and common sense when faced with challenges and difficulties. He can deliver outstanding work to tight deadlines, but never compromises on quality or accuracy. He is a communications professional I could not recommend highly enough and an individual whom any communications office would be all the richer for employing." **Karen McIntosh, former Communications Officer at the University of Stirling, now Communications Manager at The Gleneagles Hotel**
- "I've worked with Adrian since 2008 as a Trustee of the very active local heritage charity, The Friends of Kinneil. Adrian is an exceptionally dedicated power of energy in the publicity and PR work he does for the charity. He is expert in all the latest aspects of media relations, social media, web and graphic design - as well as being a good photographer. He goes to an incredible amount of work and detail to produce the most professional materials. Adrian can take significant credit for many of the achievements of the charity since it was founded 10 years ago, and the high profile and regard it has gained; and I'd have no hesitation in recommending him to others." **Ian Shearer, Independent policy, public affairs and trade association professional.**
- "Adrian cares about details and works hard to get things right. He generates a huge amount of work but doesn't let his standards slip." **Jane Cumming, Former Chair, The Institute of Public Relations in Scotland (now CIPR)**
- "Adrian is a highly talented and experienced public relations and communications consultant. Able to offer clients wise counsel and sound judgment to ensure they avoid unnecessary pitfalls. A good, decent person to know as well." **Andy Green - voted 'Outstanding PR Practitioner of the Year' in 2013, by members of the Chartered Institute of Public Relations**

- "I worked with Adrian at Scottish Enterprise, he provided web content and PR services to my team. He was always professional, ethical and loyal - and that combined with his talent for writing made him a real asset to my team and to the organisation. I wouldn't hesitate to recommend his services to other potential clients." **Sally Edgar, former Network Web Manager, Scottish Enterprise**
- "I have known Adrian for 10 years and worked with him on several projects. I have found him to be a talented PR professional and writer. He is a fantastic committed and enthusiastic person to work." **Elaine Henderson, PR and Media Manager, West Lothian Council**
- "Adrian is one of the most dedicated professionals I have known. He has a great ability to understand and interpret clients needs and deliver the results. He is known for his professional integrity and his very high standards of work." **Dorothy Fenwick FCIPR, former Head of Corporate Communications and Marketing at English Partnerships, former non-executive director at VisitScotland**
- "Adrian is an effective PR operator, which is not surprising since he had already proved himself running a local newspaper before launching The PR Store (his consultancy). He also ran a campaign which culminated in being successfully elected as a local councillor. With a good eye for the bigger picture and an impressive ability to communicate, he also has a good set of online and IT skills. Highly recommended." **Penny Haywood Calder, MD, PHPR Ltd**
- "Offers so much more than copywriting. Understands how the web works. Superb standard of work." **David Farrell-Shaw, former New Media Manager at Scottish Enterprise**
- "Adrian is highly experienced in his field. He is very reliable and easy to work with. He produced some fantastic results in difficult circumstances on several projects. I would not hesitate to recommend him. **Joan MacDonald, former marketing executive, Scottish Enterprise**
- "I have known Adrian for a number of years, working together on a variety of projects for the hospitality and tourism sector. Adrian has a real understanding of the small business market. His excellent web writing skills, accuracy and attention to detail always deliver top quality work. Highly professional in his approach, Adrian is a pleasure to work with." **Stella Callaghan, Project Manager, Glasgow Tourism Service Initiative, VisitScotland**
- "I have worked with Adrian on numerous projects and always found him to be creative and innovative in his approach. He has a great knowledge of media and is one step ahead when it comes to online resources and imaginative ways to fulfill a brief for a client. I would have no hesitation in working with Adrian again or in recommending him to potential clients." **Lynne Crossan, Director, Crossan Communications**

*Updated January 2017*

More at <https://www.linkedin.com/in/adrianmahoney>