About Me

A trusted, respected PR professional, with a background in journalism and copywriting, spanning more than 30 years. For the past 20 years I've worked in book publishing, delivering high-impact PR campaigns and leading on strategy. I specialise in non-fiction: celebrity memoirs and autobiographies, sports books, real life, true crime, cookery, mental health and wellbeing titles but have also done fiction.

Since 2023 I've worked with multiple publishing houses – from Canongate and Penguin Random House, through to Elliot & Thompson and Fox & Ink Books, as well as smaller indie houses and self-published authors like world-record breaking adventurer Vicki Anstey. Campaigns span memoir, celebrity autobiography, sports books, poetry and self-help, to historical fiction and women's-fiction.

From start up to a multi bestselling and award-winning list, I delivered multiple bestselling books for Blink Publishing at Bonnier Books. I negotiated a huge and complicated serial deal for Tom Bower's *Revenge* (Harry & Meghan) which rocketed the book up the charts and has sold 350,000 copies to date, through to bestsellers for Rob Beckett & Josh Widdicombe's Sunday Times *Parenting* Hell, Katherine Ryan's *The Audacity*, Bob Mortimer & Paul Whitehouse's *Gone Fishing*, Anton du Beke's fiction, Gary Barlow's *A Better Me*, Roger Daltrey's memoir and numerous others. I also spear-headed big celebrity campaigns for Burt Reynolds, Robbie Williams, Katie Price, Rio Ferdinand and others.

I sensitively handled some very personal and harrowing real life stories including the mother of murdered toddler James Bulgers best-selling *I Let Him Go*, generated multiple front-page news stories for Andrew Lownie's book *The Mountbattens* and co-ordinated a major press conference for the Gulf War human shield hostages held in Kuwait in 1990 for the release of *The Secret History of Flight 149*, securing international media attendance as well as a 5-minute segment on C4 News with Jon Snow and BBC News.

Prior to Bonnier I spent 5 years at the prestigious Penguin Press working with high-profile Allen Lane authors such as Sir Ken Robinson and Norman Davies on intelligent, agenda-setting books spanning politics, economics, education and narrative non-fiction.

I led Comms strategy & media relations on the newest division, Black & White publishing, comprising five imprints from music to business, both fiction & non-fiction, and which has best-selling poet Donna Ashworth on its list, a brand author I continue to work with. At the end of 2022 we had 24 Books of the Year selections from just eight titles on the Nine Eight music list, from Will Hodgkinson's *In Perfect Harmony* to Miki Berenyi's memoir *Fingers Crossed*.

After a decade on the frontline of comms at Bonnier Books UK as both PR & Campaigns Director and having played a significant role in the growth of the business, I made the exciting decision to become my own boss and go freelance in 2023 and haven't looked back.

My long-standing media contacts include literary editors, features and commissioning editors, comment editors, long-lead consumer magazines, plus producers for news and entertainment

programmes on BBC Radio 4, Radio 2, Radio 5 Live, BBC World Service, BBC News, Sky News, Channel 4 News, BBC One, BBC Two and ITV.

I held senior roles in media and communication within publishing (Penguin Random House, Associated Newspapers, BBC Worldwide, IPC Magazines), television (BBC, Five, RDF Television), and client services agencies (Riot Communications, Blueprint PR, Publicity Matters Bristol). As a journalist I have had work published in national consumer magazines (Radio Times, TV Times, Bella, Woman, Top Santé, Tesco magazine) and was a commissioning editor/writer for the Mail on Sunday's colour supplement Live magazine for two years. I was shortlisted for Press Gazette's Newcomer of the Year and PPA Feature Writer of the Year.

Please click on my testimonials link to read about others' experiences of collaborating with me.

'I absolutely love collaborating with authors, reading what they have written before it's published to get to the heart of the messaging and devising a PR campaign that's going to connect with readers. PR is essentially about understanding how to communicate the core of a story, finding angles and working out the best way to present them to time-poor, busy journalists. There is a lot of noise to cut through in a crowded marketplace and I love finding ways to do that and it helps that I've a network of media and events contacts that I have built up and nurtured over many years. To see a client in the newspapers, on the radio or television talking about all their hard work is the best reward.'

Thank you, Karen

