

Bertie Coyle

Portfolio

Bertie Coyle is an experienced journalist + copywriter + marketing professional.

He's a talented and knowledgeable writer who is skilled at creating compelling stories. An outgoing, analytical personality, he has outstanding research and interview skills with impeccable copywriting abilities. He has a successful track record in diverse formats, from long form essays to precise social and UX copy.

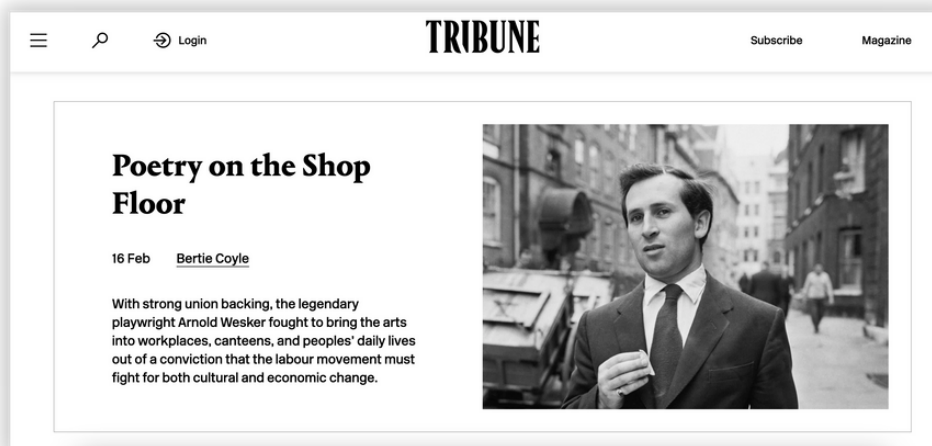
Contents

Editorial

Poetry on the Shop Floor [Tribune Magazine]	2
Amman's Electronic Underground Must Be Heard on Its Own Terms [Bandcamp Daily]	3
Focus on Community and Clubbing will be Just Fine [Attack Magazine]	4
Ebb And Flow: Glows Interviewed [Clash Magazine]	5
Why is SoundCloud Laying Off Staff? [Attack Magazine]	6
Aerside: Making the Machine Sing [Pilot Magazine]	7
Avalon Means Paradise [International Orange]	8
Is Dance Music About to Change its Tune? [Attack Magazine]	9

Content + Marketing

BeDJ.io tutorial [Attack Magazine]	10
ama-X Website [ama-X]	11
Venue Hire [Oval Space]	12
Venue Hire [Fulham FC]	13
20 Years of Saffron Interactive [Saffron Interactive]	14
Content Marketing [VenueScanner]	15
Content Marketing [Saffron Interactive]	16



'Poetry on the Shop Floor' click for

Tribune Magazine

In this feature for *Tribune Magazine*, Britain's oldest democratic socialist publication, Bertie wrote in depth about the forgotten history of Centre 42 - a radical cultural organisation lead by the charismatic playwright Arnold Wesker with the goal of providing 'bread and roses' for all workers.

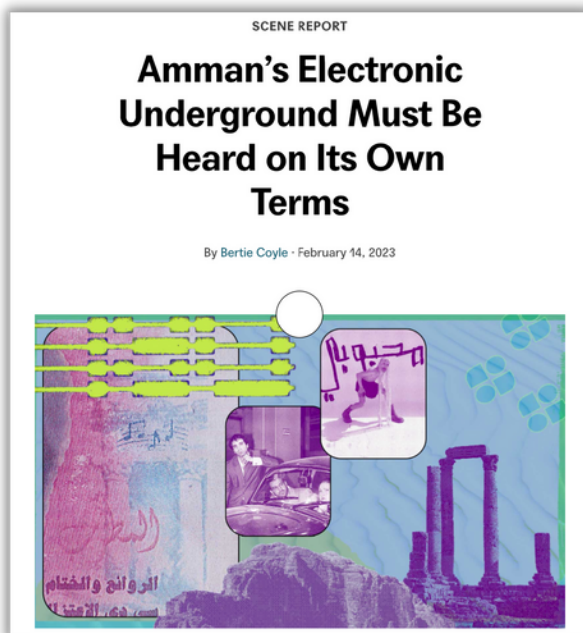
After writing the article, the underlying topic of arts access for working-class people came back into the national conversation, proving the relevance and timeliness of the topic.

Working-Class Arts Today

Like many of the radical intentions of the twentieth century, Centre 42's dreams never came to pass. In the time since, improved productivity thanks to automation has not translated into the leisure hours it should have for working people, nor offered security for artists to develop their practices. Cultural creation is subject to the stultifying pressures of monopoly capitalism, and workers in cultural institutions are seeing their pay and expertise squeezed or abandoned entirely.

But it's for those exact reasons that socialists and trade unionists continue to work to make the arts a fairer and more accessible place. Recent documents including the TUC's 'Making Culture Ours' and Public Services International's 'Manifesto for Cultural Workers' show that the cause is anything but lost, demanding better conditions for culture workers and improved access to arts as two sides of the same coin.

For all its limitations and loftiness, it was a true popular, democratic impulse driving the creation of Centre 42. And as we live under a government whose disregard for the arts is clear, its stated aim should remain a core of socialist demands: to 'wrest the arts away from the commercial boys and the privileged minority, and give them back to the community, where they belong.'



'Amman's Electronic Underground Must Be Heard on Its Own Terms'

click for

Bandcamp Daily

An in-depth report on the bubbling scene for alternative, experimental, and electronic music in Amman, Jordan. Written for *Bandcamp Daily*, the influential magazine of the major music distribution platform Bandcamp.

In writing this piece, Bertie conducted seven interviews across multiple countries and communication styles - in person, over zoom, and by email. This meant he could get a broad and insightful perspective on this under-reported cultural scene.

"You'll see that no one's there to do an interview about themselves. Everyone's there to do an interview about everyone," says producer [Toumba](#), a rising star making hard-edged club sounds. He's bullish about the fraternity shown by the small but dedicated scene for experimental, alternative, and electronic music in Jordan's capital. "I don't think there's anything like it in terms of the diversity of what's happening," he says.

Amman is one of the most cosmopolitan cities of the Levant, or Shām as it's called locally. It's long been a hub for businesses and NGOs. This has had a liberalizing (and gentrifying) effect on the city over the past few decades. However, with a few [exceptions](#), English language media has allowed its enthusiasm in covering Amman's fledgling "electronic scene"—it's wider than that—to overcome its critical function. Hedonism is highlighted, but as producer [Taymour](#) remarks: "No one's ever actually reviewing the music."

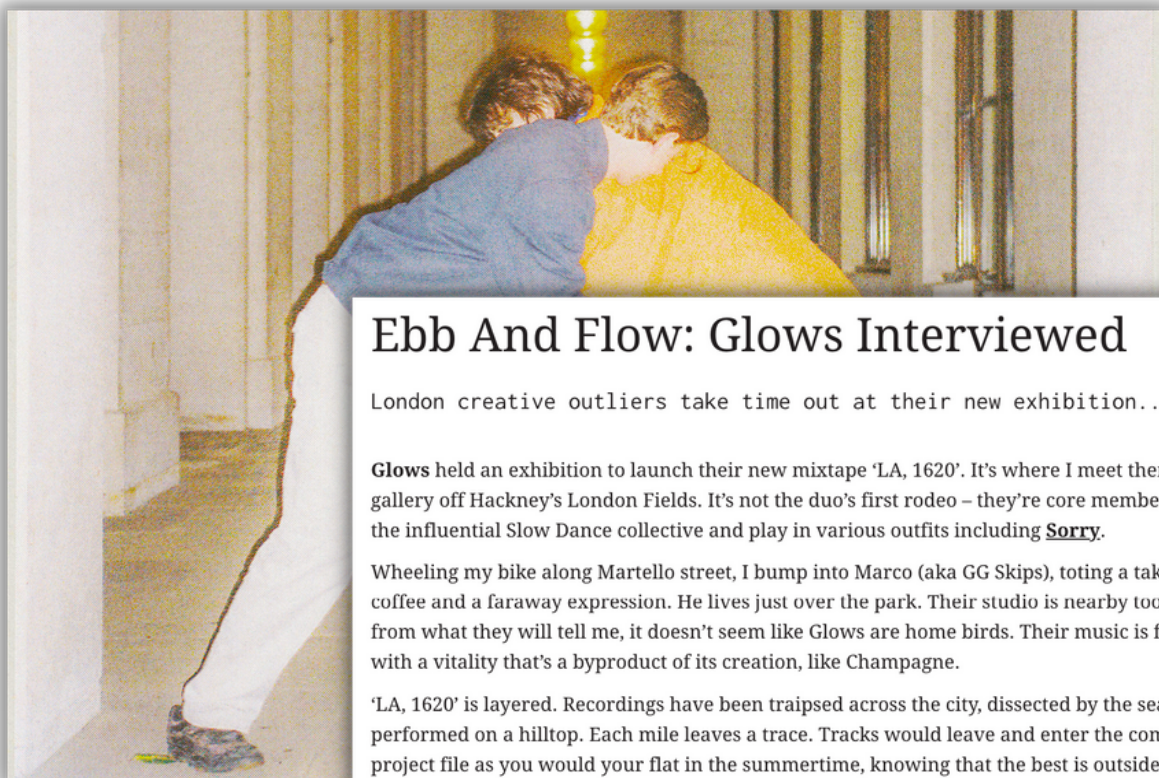


'Focus on Community and Clubbing will be Just Fine' *click for*

Attack Magazine

Feature investigating the economic and social factors currently impacting club nights and festivals in the UK's post-Covid and pre-recession paradigm.

To get a broad set of expert opinions Bertie interviewed a range of industry professionals and presented these inputs alongside research data from other sources to create a balanced, informative article.



Ebb And Flow: Glows Interviewed

London creative outliers take time out at their new exhibition...

Glows held an exhibition to launch their new mixtape 'LA, 1620'. It's where I meet them, in a gallery off Hackney's London Fields. It's not the duo's first rodeo – they're core members of the influential Slow Dance collective and play in various outfits including **Sorry**.

Wheeling my bike along Martello street, I bump into Marco (aka GG Skips), toting a takeaway coffee and a faraway expression. He lives just over the park. Their studio is nearby too. But from what they will tell me, it doesn't seem like Glows are home birds. Their music is fizzing with a vitality that's a byproduct of its creation, like Champagne.

'LA, 1620' is layered. Recordings have been traipsed across the city, dissected by the seaside, performed on a hilltop. Each mile leaves a trace. Tracks would leave and enter the computer project file as you would your flat in the summertime, knowing that the best is outside.

The gallery is set into a Victorian railway arch. Overground trains from Liverpool Street rattle over our heads, treading the northern branch of the Lea Valley Line to Cheshunt. Felix meets us at the door.

'Ebb And Flow: Glows Interviewed'

click for

Clash Magazine

For this profile on the rising group Glows (comprised of influential artist-musician duo GG Skips and Felix BH), Bertie was invited to visit their exhibition at Fieldworks Gallery in East London. He spoke to them at length about the project, its unique creative genesis, and the organic connections they have fomented as part of the Slow Dance label collective.

It was published in the leading music and fashion publication Clash Magazine.



FEATURES » LONG READS »

WHY IS SOUNDCLOUD LAYING OFF STAFF?

As the legendary indie platform makes its first layoffs since 2017, what's the driving force behind the decision?

CEO Michael Weissman [emailed](#) SoundCloud employees on the 3rd of August to announce job cuts to around 20% of the company's workforce. What is the reason for this decision that will [affect around 80](#) of its ~400 employees?

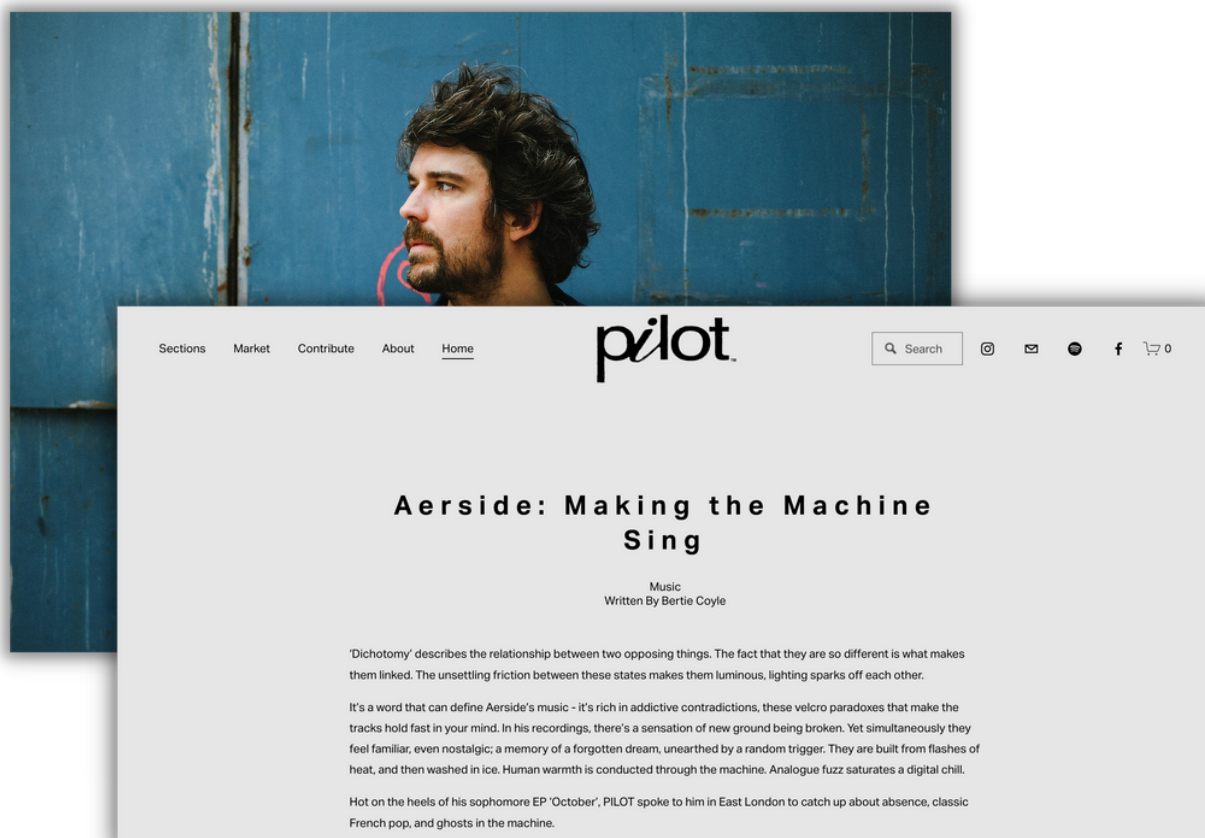
Are these layoffs down to a contracting economy? Other tech giants have been moderating their workforces – TikTok, Netflix and others are [shedding staff](#), while Apple and [Spotify](#) are applying the brakes to hiring. Weissman referred to 'challenging economic climate and financial market headwinds' in a

[SUBSCRIBE](#)

'Why is SoundCloud Laying Off Staff?' click for

Attack Magazine

Following a spate of layoffs at the major music platform SoundCloud, Bertie was commissioned to investigate the causes and implications of this. Reading beyond the cryptic statements made by the company, he was able to craft a report which traced the arc of this streaming giant, and perceptively decode the story behind these events in the context of prevailing industry trends.



'Aerside: Making the Machine Sing' click for

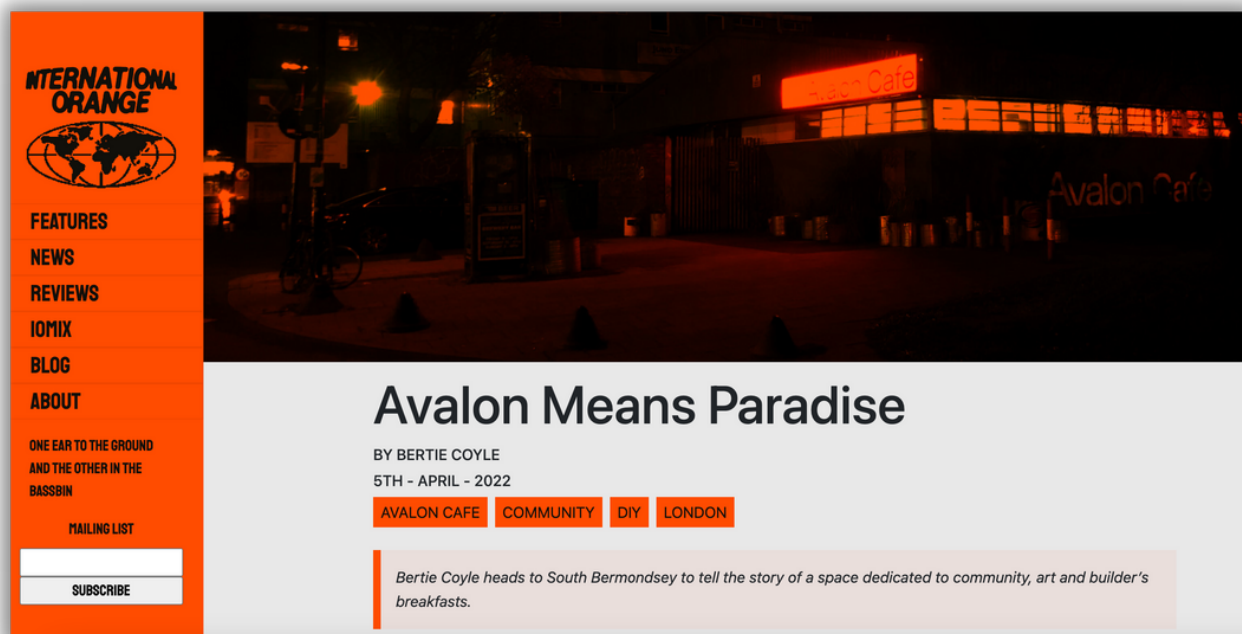
Pilot Magazine

Q+A with rising electronic singer-songwriter Aerside, following the release of his second EP. Interviewing the artist near his home in London, Bertie created a productive rapport that dodged cliché and navigated to deeper waters.

Let's talk about the collaborators in the EP. There's Archi Silas?

Yes, he's London-based, an amazing rapper. He's actually the great-grandson of Charles Dickens if you can believe it!

Weirdly, I never consciously think about putting people on my stuff. In my last EP, I felt there was a hip-hop connection, and just through meeting people and having sessions I found myself working with rappers - like with Le3 Black, which worked quite well. That was more of a hybrid - I think nowadays the boundaries between electronic and hip-hop have completely melted.



INTERNATIONAL ORANGE

FEATURES
NEWS
REVIEWS
IOMIX
BLOG
ABOUT

ONE EAR TO THE GROUND
AND THE OTHER IN THE
BASSBIN

MAILING LIST

SUBSCRIBE

Avalon Means Paradise

BY BERTIE COYLE
5TH - APRIL - 2022

AVALON CAFE COMMUNITY DIY LONDON

Bertie Coyle heads to South Bermondsey to tell the story of a space dedicated to community, art and builder's breakfasts.

'Avalon Means Paradise' click for

International Orange

Telling the story of Avalon Cafe, a DIY venue in South Bermondsey that's building community and resisting gentrification. Bertie spent a great deal of time at the venue over the course of a few months, reporting the varied history and present usage of what is now one of London's most unique cultural destinations.

Crucially, he also investigated the murky history of property development in the area — a tale of greed and political corruption — so as to discover what the future might hold for this precarious space.



// The Vale of Avalon

Earlier I called Avalon's mythical namesake an island, but in the contradictory literature that makes up Arthurian legend, it's sometimes a valley. This suits Avalon Cafe, nestled into the valley cut across South East London by capitalist machinery. In medieval times, Avalon was considered a place of fruitfulness and healing; Avalon Cafe adds resilience and community to these values.

SELCHP is a suitably sexy name for the council facility over the road from Avalon. It takes London's waste and burns it to create electricity. If Avalon Cafe and its ilk are demolished for luxury flats that sit empty and drive up everyone else's rent then this process will happen in reverse – with electricity being destroyed to create waste.

Follow Avalon Cafe on [Instagram](#) → and keep an eye on their listings, or swing by for a feed at Unit D, Juno Way, SE14 5RW.



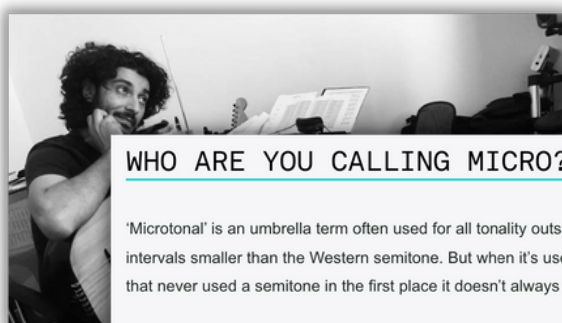
Artists and manufacturers are working to explode the piano roll as we know it. There are more than 12 notes out there - but where are they?

'Is Dance Music About to Change its Tune?' *click for*

Attack Magazine

This long-read for Attack Magazine interrogated one of the most fundamental yet problematic elements of popular music. Using the software that most electronic music is made with, it's exceedingly difficult to access non-Western tunings and scales. Why is that? Are technologies such as MIDI eurocentric?

To find out more, Bertie interviewed musicians, industry figureheads, developers, and academics, including Khyam Allami, Endless Mow, Davind Linnenbank (Bitwig), and Athan Biliias (MIDI Association). Shortly after the article was published, leading manufacturer Ableton released their 'Microtuner' device - underlining the timeliness of the idea.



WHO ARE YOU CALLING MICRO?

'Microtonal' is an umbrella term often used for all tonality outside of 12 tone equal temperament. It implies intervals smaller than the Western semitone. But when it's used to talk about note systems from cultures that never used a semitone in the first place it doesn't always fit.

Academic and musician [Khyam Allami](#) put it to us "if we say 'non-Western', we're centring the West. If we say 'microtonal', we're centring 12 tone equal temperament... so what do we say? This is why I use the words 'tuning' and 'intonation' as much as I can".



BeDJ.io tutorial *click for*

Attack Magazine

For Attack Magazine, Bertie was commissioned to produce two demonstration/ tutorial videos for BeDj.io, a new product that offers a sheet-music-type resource to DJs for the first time. He also wrote an article outlining the experience. This involved recording the DJ mixes, recording video assets, voiceover work, and editing.


GOING DEEPER

I had a great time on the Mainstage. The crowd response was incredible! My Instagram following went through the roof. They're making bottles of tequila with my face on them. But as day turns to night, you might be looking for something more subtle and slinky to rehearse.

Fortunately, there's a variety of mixes on offer from BeDJ – on the site you can search by genre, or check out popular and recommended Homeworks.

I wanted to test out an alternative style, and this time used just my laptop to check out a different user experience. I selected the '[Indie Dance](#)' Homework. Getting access to these tracks is extremely convenient if you have a Beatport account. Using their [Beatport DJ](#) app, I opened the playlist and DJing app with a single click from the [BeDJ website](#). You can get a free trial for 30 days to try it out, accessing the app and all the tracks.

Starting with '19 – Original Mix' from Miss Kittin and The Hacker, I loaded the track and set the BPM to 123. At 2:26 into this song, I started to bring in 'Devil's Island (Original Mix)' by Man Power. This mix had some nuanced EQ settings to start with – with the low end turned all the way down and the mids at around 60%. At 1:16 into the new track, I slowly brought up the volume fader, before bringing the mid-EQ in. At 2:02, I restored the low end as the original track played out. It was intuitive to follow and the results were satisfying.


 **What is Amazon SEO and why is it important?**

SEO stands for "Search Engine Optimization".

Amazon SEO covers all measures to improve the ranking of a product and its visibility on Amazon search results.

An Amazon SEO optimization aims to make products rank as best as possible for their relevant search terms, also known as keywords. Optimally a SEO optimized product appears on rank 1-5 of the first search result page.

The better a product is optimized for its relevant keywords and search phrases used by potential buyers, the higher it will appear in the search results pages on Amazon and the more likely it will be clicked and purchased.

 **What is the goal of Amazon SEO and what why is it so important?**

The rule of thumb is: Whoever is most visible, ie. whoever appears on the first 3 to 5 ranks on the first search result page gets the most clicks.

By optimizing visibility, the conversion rate (and therefore the volume of sales) can be increased significantly.

This is why Amazon SEO is super important when it comes to being found on Amazon for certain search terms.

As an expert Amazon SEO agency, we use extensive keyword research to identify relevant search terms for your products and we effectively integrate these keywords within your product listings. Title, bullet points, backend keywords, and product descriptions are also regularly optimized.

ama-X Website *click for*

ama-X

Leading Amazon sales agency ama-X needed to create a localised version of their site for the US/CA/UK markets. Bertie edited existing text and created new copy to create a brand new homepage, tailored to precise UX and SEO goals.

Why is A+ Content so important?





Especially on Amazon, it is important to provide potential customers with as much sales-motivating and decision-influencing information about the product and its brand as possible.

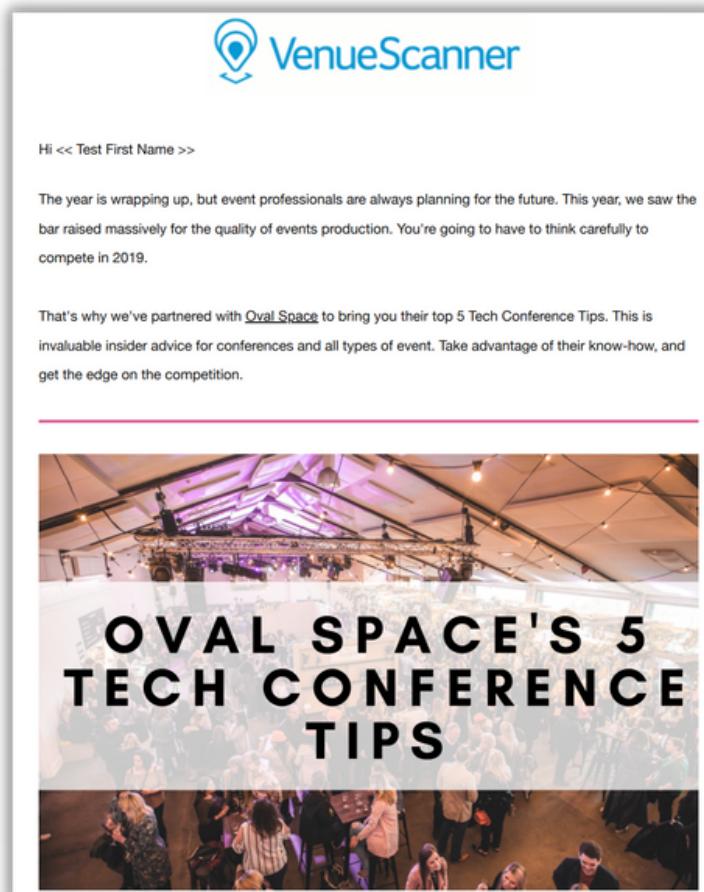
The shopping experience exclusively takes place online, so the hands-on personal experience of in-person purchasing is off the table. So in order to give customers a good **"feeling" of your product and brand**, you must reflect these values on the web page using **meaningful text and images**.

Our services

What does it mean when we say that ama-X is a full service agency? Well, with specialists in every possible stage of the selling process we are experts in promoting every type of Amazon business, all of the way.

Orientation & preparation phase

 Seller vs. Vendor Support in choosing the right program and support for Seller Central and Vendor Central	 Terms and Conditions Analysis and optimization of existing cost structures, support in negotiations with Amazon and your vendor manager.	 Chaos Cleanup Making all variables uniform, optimizing groupings, reseller management, establishing central product database, consistent product maintenance, and ensuring a slick, consistent Amazon presence	 Logistical processes Identification of margin and time-wasting processes, inventory management, FBA / FBM, lean logistics approach, introducing software tools to manage and automate.
--	---	---	---



Venue Hire E-mail Campaign *click for*

Oval Space

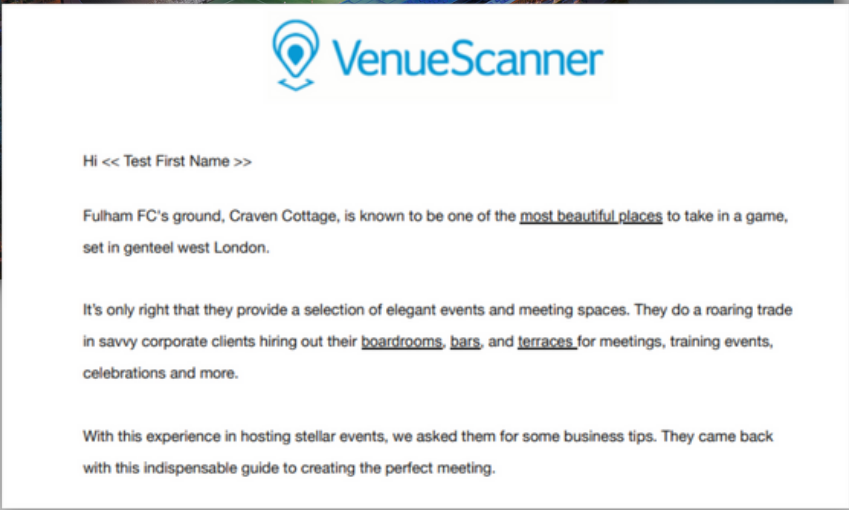
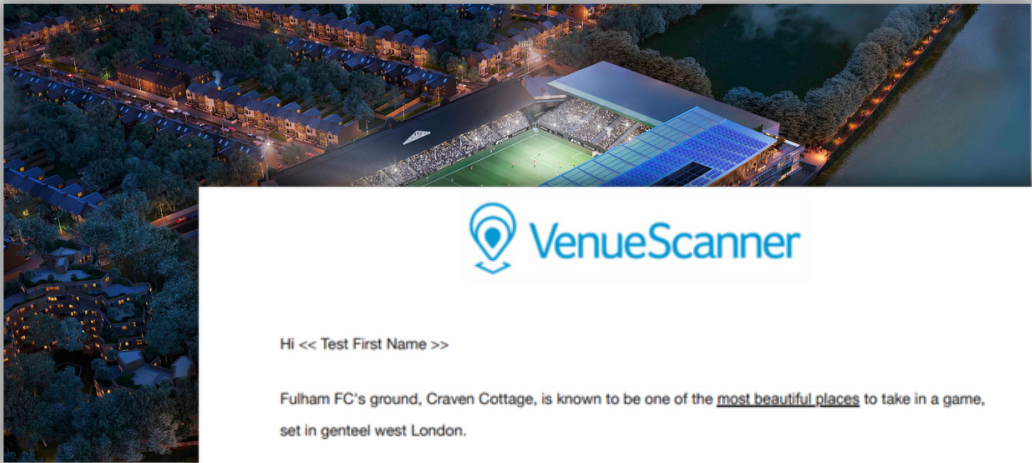
Bertie led email and social marketing for Oval Space's conferencing venue hire campaign. This involved content marketing webshots that appealed specifically to the target audience of corporate events managers.

Additionally, he created blog posts and social media posts (including paid) across Facebook, Twitter, and Instagram to complement this campaign. The result was an 18% increase in high-value bookings for the venue compared to the previous quarter, exceeding the target KPI of 10%.



2. Connectivity

Even if you're not planning a tech-focused event, technology will still be at the core. You need to facilitate blogging, streaming, tweeting, posting, and more as well as your physical event. Oval Space provides 2gbps Wifi as standard, among the fastest in the country. If your connectivity isn't up to scratch, you'll be losing important opportunities.



Venue Hire E-mail Campaign *click for*

Fulham FC

Fulham Football Club, whose grounds are among the best-loved in London, needed a marketing boost for their meeting hire spaces.

Bertie created an email content marketing campaign according to their stringent requirements, along with blog and social media posts (including paid) across Facebook, Twitter, and Instagram.

The result was a 26% increase in meeting room bookings compared to the previous quarter, exceeding the target KPI of 15%.





20 Years of Saffron Interactive at #LT20 Conference *click for*

Saffron Interactive

Saffron Interactive, one of the most influential brands in EdTech, were turning 20 years old in time for Learning Technologies 2020, the industry's pre-eminent international conference. As the senior marketing executive, Bertie took full responsibility for this event.

He created the copy for marketing assets as well as the custom-built stand, and project managed the multi-day event. The results were maintaining Saffron's reputation as a thought leader, and an unprecedented number of new sales leads.





Property & Events Content Marketing for VenueScanner *click for*

VenueScanner

Bertie wrote a series of informative content marketing articles for venue hire startup VenueScanner, using SEO writing skills to deliver new traffic to the site. Examples of success were several articles becoming the top organic result on desired search terms and getting the 'snippet' preview on the Google results.

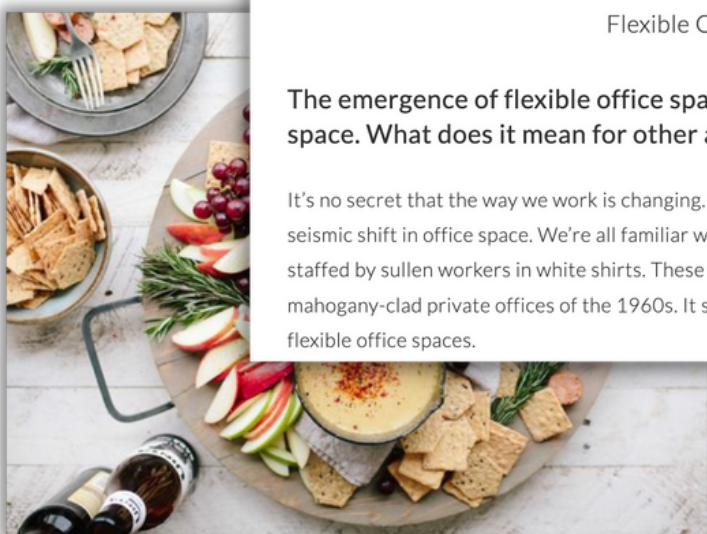


20 November 2018

Flexible Office Spaces for a Flexible Future

The emergence of flexible office spaces points towards the future of how we use commercial space. What does it mean for other areas of venue hire?

It's no secret that the way we work is changing. The emergence of startups and a transforming economy is creating a seismic shift in office space. We're all familiar with the image of the 'Cubicle Farm': a bland sea of flimsy, isolating pens, staffed by sullen workers in white shirts. These were abundant in the 90s and early noughties. Or, consider the luxe, mahogany-clad private offices of the 1960s. It seems likely that the twenty-teens and beyond will be remembered for flexible office spaces.

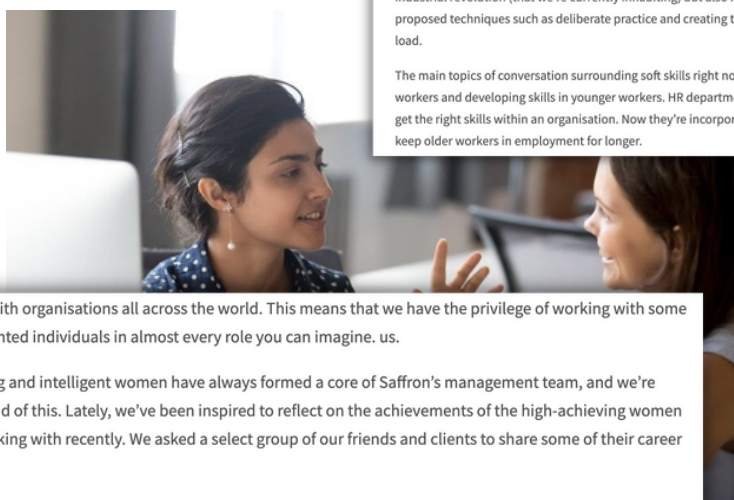




Property & Events Content Marketing for Saffron Interactive *click for*

Saffron Interactive

Using nuanced interviewing and research skills, Bertie wrote, edited, and ghostwrote many articles for Saffron Interactive. As a boutique operation with a reputation as a thought leader, Saffron Interactive required original and insightful material.



2. Soft skills

The seminar we presented at the exhibition discussed not only the importance of soft skills in the fourth industrial revolution (that we're currently inhabiting) but also how these can be acquired at speed. We proposed techniques such as deliberate practice and creating time for learning through easing cognitive load.

The main topics of conversation surrounding soft skills right now are securing employment for experienced workers and developing skills in younger workers. HR departments are no longer just relying on strategies to get the right skills within an organisation. Now they're incorporating multi-tiered approaches that look to keep older workers in employment for longer.

Saffron works with organisations all across the world. This means that we have the privilege of working with some of the most talented individuals in almost every role you can imagine. us.

Moreover, strong and intelligent women have always formed a core of Saffron's management team, and we're immensely proud of this. Lately, we've been inspired to reflect on the achievements of the high-achieving women we've been working with recently. We asked a select group of our friends and clients to share some of their career highlights.

Enjoy reading some motivational and insightful words from Hayley Jay and Louise Cooke of Australian lifesaving charities [Surf Life Saving New South Wales](#) and [Surf Life Saving Australia](#), thought leader (and change management specialist for [Richemont](#)) [Florence Dambricourt](#), as well as [elearning influencer](#) and head of content at [Fosway Group](#), [Kate Graham](#). They spoke to us candidly about their highs and lows, who's inspiring them and their hopes for the future.