

THE RECRUITMENT
A Curriculum Vitae
by
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PAUL SHARVILLE

CURRICULUM VITAE

TITLE: THE RECRUITMENT

FX PARK ATMOS.

GRAMS SLOW, DRAMATIC MUSIC.

FVO Is this bench taken?

MVO No.

FVO *(slow and deliberate)* A good park is untouched by the city for which it cares.

MVO *(same delivery)* It saddens me that the band no longer plays on a Sunday.

FVO *(speaking more urgently)* We've found your copywriter.

MVO Is he good?

FVO Of course.

MVO Background?

FVO Almost 20 years behind the pen. Went solo in the spring of '97. Since then he's carried out independent hits for the BBC, BAE Systems, MasterCard, Christie's, and others. He gets results.

MVO Twenty years? Doing what?

FVO Six as a resident copywriter at a design studio, five in the marketing department of a major corporate. Did a big hit for them on all their literature and ended up running their marketing show. Didn't like the desk job, so he went freelance.

MVO Flexible?

FVO You mean long hours and short notice?

MVO No, that goes without saying. Can he write anything we need?

contd...

- FVO Ad campaigns, corporate film scripts, broadcast ads, sub-editing, design for print, websites, speeches. He's comfortable at any briefing. Recent work includes editing the Christie's South Ken magazine, writing an awards ceremony script for TV's Mel Giedroyc and Sue Perkins, not to mention a three-week run of his own prize-winning comedy play at a leading London fringe theatre. Business sectors include travel, engineering, defence, IT, finance, art & antiques, education... He's got connections too.
- MVO What type of connections?
- FVO He works with web builders, designers, illustrators, brand experts, comic book artists, other writers... all good people. They're like The League of Extraordinary Creatives. Through him, we can get to them. He can front a whole crew if we have the need. He has his own office in Brighton, but he's also good on site. You'd never know he's one of ours.
- MVO Education?
- FVO State education. Studied journalism and scriptwriting at Goldsmiths College. A quick learner. First article he wrote was sent to six magazines, three accepted.
- MVO Anyone to vouch for him?
- FVO We've heard good things from Sharon Richey, MD of the Because Experiential Marketing agency, and Mark Wilkinson, board director at Christie's.
- (silence.)
- FVO Look, he's a lean, mean, writing machine. We don't want to lose him. If you want corporate, he adopts company style and philosophy like a second skin. He cut his teeth on multi-million pound tender submissions and corporate award entries. His freestyle work is original, sharp and witty and his copy is more persuasive than a chance meeting in a pub between Sales Team of the Year for Expensive Gadgets Inc. and the Association for the Terminally Gullible celebrating a lottery win. Oh, and his grammar and spelling are floorless...
- MVO His name again?
- FVO Sharville. Paul. I have his number. 07771 717753.
- MVO Bring him in.