

# Richard J Dent CV

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## PERSONAL STATEMENT

My aim is to develop research projects, public relations strategies and design campaigns for civil society, government and foundations with the latest scientific research. I hope to continue my work across many climate change issues (Mitigation and adaptation), in addition to developing pro-social technology for NGOs, government, social enterprises and more. I help my clients reach wider audiences and make a meaningful impact. I believe in aiming high, and to try every door to get the best possible outcome.

## AREAS OF EXPERTISE

- Public relations
- Fundraising
- Social marketing
- Social media/networking
- Campaign leadership
- Project management
- Research
- Campaign strategy
- CSR support

## ACADEMIC RECORD & AWARDS

- MPhil: Modern Society & Global Transformations (High pass), University of Cambridge 2014
- Visiting Researcher: Environment Institute, University College London 2011
- MSc (Research): Environment, Science & Society (Merit), University College London 2010
- BA: Political Science & International Relations (First class), Auckland University 2007
- JFK Award: Best Humanities Essay 2006, Victoria University, Wellington, New Zealand 2006
- UnLtd Award for Social Entrepreneurship 2013

## PROFESSIONAL EXPERIENCE

### PRODUCT DEVELOPER & HEAD OF RESEARCH

2019 – Present

*HelloHub.com, Muswell Hill, London.*

HelloHub is a local community and venue chat application that aims to bring people together, enhance social connections, facilitate events, manage professional networking and more. I am helping develop the entire product in addition to being head of research. I am also contributing to the business plan and fund-raising strategy. In the age of Covid and future climate change weather events, HelloHub will be an important support tool to bring communities together.

### FOUNDER & DIRECTOR - TRANSITIONLAB.EARTH

2019 - Present

*Transitionlab.earth, London.*

Transitionlab.earth was born from an open letter I wrote calling on UK academics to lobby the university sector for more action on climate change. We received over 1,000 signatures including many high-profile UK scientists. The Lab's purpose is to provide opportunities to the university, public and corporate sectors to engage in volunteerism, action research and internships & placements on a massive scale. Our main platform aims to match relevant expertise and volunteers with climate change mitigation and adaptation projects, bringing down the cost significantly.

### CIVIC ENGAGEMENT & PUBLIC RELATIONS

2016 – 2019

*Coldcut, 90 Kennington Lane, London.*

I developed civic engagement and charitable outreach work for music and technology producers Coldcut. This includes public relations, social marketing online, workshops, media production and management of the Coldcut online marketing. Many of the projects involved climate change, environmental issues as well as social issues.

### CHARITY & CSR OFFICER

2015 – 2016

*Ninja Tune, 90 Kennington Lane, London. ninjatune.net*

Ninja Tune is one of Europe's most successful independent record labels. I managed Ninja Tune's charitable and CSR projects including local music community programs, artist social marketing, social media and community management.

**FOUNDER - JIMMY THORONKA TRUST****2015 - 2017***Jimmy Thoronka Trust, London*

I set up a crowd fund for Sierra Leone athlete Jimmy Thoronka who was living homeless in the UK after his entire family passed due to Ebola in Sierra Leone. The campaign received mainstream coverage in the UK and international press and raised £35,000.

**ASSOCIATE PRODUCER - WALK WITH ME****2015 - 2016***Speak-It Films, Brighton.*

Walk With Me is a feature documentary film about Zen Master Thich Nhat Hanh and his community of monastics. My role was to create a social marketing, viral marketing and publicity campaign to raise awareness of the film.

**CONSULTANT - FOOD-CLIMATE PROJECT - AVATAR ALLIANCE FOUNDATION****2014***Avatar Alliance Foundation, Santa Monica, USA.*

I helped build the vision for a meat consumption reduction campaign for director James Cameron's Avatar Alliance Foundation. I founded a research project with Chatham House on the cultural and informational issues surrounding meat consumption reduction. I created and managed research and internal communication websites.

**PROJECT CO-DIRECTOR/COMMUNICATIONS STRATEGIST - GCCA (TCKTCKTCK)****2011 - 2012***GCCA, Montréal, Canada. tckctck.org*

I co-directed a media and public relations project call The Tree that sought to empower new voices on climate change through effective communication and outreach. The goal of the project was to help unify public relations efforts on climate change across multiple NGOs.

**CONSULTANT - IMPOSSIBLE.COM****2014***London Bridge, UK.*

Impossible.com is a gift and sharing social network created by model/actress Lily Cole. I created a student outreach document to promote the website amongst Cambridge students.

**FOUNDER & CEO - CLIMATECOM STRATEGIES****2010 - 2014***Environment Institute, UCL, Gower Street, Pearson Building, London.*

Climatecom used the latest academic research to assist a variety of climate related institutions, advocacy organisations and individuals that needed communication services. Climatecom provided services from media coaching to campaign communication strategy.

**PRODUCER, PROJECT MANAGER & CO-WRITER: ENERGY UNION - EUROPEAN COMMISSION****2008 - 2010***Ninja Tune, 90 Kennington Lane, London.ninjatune.net / energyunion.eu*

The European Union's Energy Union PR campaign was designed to encourage Europe's young people to mitigate climate change through behavior change and support for the EU's Intelligent Energy policy. I produced and co-wrote the 70-minute film component of the project and co-managed its 22-date tour of European capital cities.

**CO-DIRECTOR OF 11<sup>TH</sup> HOUR ACTION - TREE MEDIA****2007 - 2008***Tree Media, Los Angeles, USA.treemedia.com*

11th Hour Action was the social marketing campaign for Leonardo DiCaprio's film The 11th Hour. My role was to help design then co-direct the campaign. Our goal was to inspire viewers of the film to take positive action on the environment. I directed online operations including designing and setting up DiCaprio's Myspace and Facebook pages, managed US and Japanese tours of the film and raised over half a million dollars in funding.

**REFERENCES****Professor Mark Maslin FRGS, FRSA: Department of Geography, University College London***m.maslin@ucl.ac.uk***Nina Tumanishvili: Founder & Director HelloHub.com***nina@hellohub.com***Matthew Cohn: Director, Ninja Tune Records & Just Isn't Music Publishing***mattb@ninjatune.net***PERSONAL INTERESTS**

I enjoy writing and performing music. I have a large collection of eclectic, world and electronic music. I often volunteer for my local community and help underprivileged young people with music and mental health. I support University of Cambridge's Science and Policy Centre, as I have an interest in evidence-based science, especially around social technology and related policy.