

Paul O'Neil

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Editor, writer and communications director. Native British English. Over 15 years in senior communications roles, including seven years in editorial leadership. Hands-on with AI tools that scale good copy without diluting the voice.

SELECTED WORK

Captioned by audience, channel and brief

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- 01 The Breguet Classic Tour** WorldTempus, 2018
 Brand story and destination · Editorial feature
 A brand initiative told through place, people and craft. worldtempus.com
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- 02 Your next carbon-fibre watch might be knitted** WorldTempus, 2019
 Short form · Editorial
 An unfamiliar manufacturing process made clear in under 450 words. worldtempus.com
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- 03 The top ten Swiss watch brands** WorldTempus
 Search · Evergreen web article
 Top three on Google for its exact title throughout five years as editor-in-chief. worldtempus.com
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- 04 Brick Parkour Asian Tour launch** FIG, 2023
 Partnerships · Press release
 Title sponsor, venue partner and a six-stop tour in one clear story, by the tour's project manager. gymnastics.sport
-
- 05 President's foreword** FIG Yearbook 2024
 Executive voice · Annual report
 Written for the FIG President, in his voice. yearbook.gymnastics.sport
-
- 06 Digital impact** FIG Yearbook 2024
 Social and performance · Report spread
 Biggest engagement increase of any sports federation, Tokyo 2020 to Paris 2024. yearbook.gymnastics.sport
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- 07 Gymbot: an editorial agent pipeline** Independent prototype, 2026
 AI and scale · Multi-agent workflow
 Tone of voice as rules, human sign-off on every draft, an hour saved per article. pauloneil.fyi/#gymbot
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- INDEPENDENT WRITING** From my own sites
- 08 Always the bridesmaid** tick-ticker blog, 2026
 Data as narrative · Feature
 Award data turned into a story, opening on Raymond Poulidor's Tour de France podiums. blog.tick-ticker.com
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- 09 Who will win the GPHG 2026? I asked six AIs** tick-ticker blog, 2026
 AI in practice · Long-form experiment
 Six AI models tested; the ones that admitted their limits proved most reliable. blog.tick-ticker.com
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- 10 Lighthouses of Nova Scotia** pauloneilphotography.com
 Travel and place · First-person feature
 Six lighthouses along Canada's Atlantic coast, in words and my own photographs. pauloneilphotography.com
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- 11 Thinking, fast and cited** CiteSite blog, 2026
 GEO and SEO · Thought leadership
 What ChatGPT's reasoning mode means for AI citations, made readable. citesite.net
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