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## PROFESSIONAL PROFILE

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- Highly experienced, versatile and award-winning writer and editor with the drive, creativity, media expertise and commercial acumen required to help businesses deliver an effective corporate communications strategy. In-depth knowledge of internal/external communications, in print and online, encompassing many industries.
- During career has achieved success across the full media spectrum – newspaper journalism, B2B, B2C, corporate publishing, PR and employee relations. Robust management, interpersonal and influencing skills gained through extensive experience of steering projects for organisations in the public and private sectors.
- Currently employed as a freelance consultant providing copywriting, editing, publishing, corporate communication and project management services to academic/educational institutions, blue-chip companies, charities, government bodies, media organisations, PR consultancies, design agencies and book publishers.
- Located one hour from London/Oxford/Birmingham. Able to travel nationally/internationally at short notice.

## KEY SKILLS & EXPERIENCE

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- **RESEARCH, REPORTING AND INTERVIEWING**  
 Trained newspaper journalist equipped with solid research, analytical and reporting skills. Recent assignments include compiling the official history of the UK's biggest independent co-operative retailer and covering a global media summit on climate change. Conducted interviews with people from all walks of life and in all kinds of settings, from teenage gang members on sink estates to captains of industry in City boardrooms.  
 • *Projects for: East Midlands Trains, GlaxoSmithKline, HAE, Nuffield Hospitals, Perkins, Siemens*
- **WRITING**  
 During career has written countless articles and features for newspapers, magazines and websites. Proven ability to write with flair, speed, clarity and accuracy, and in different styles for different media channels, be it a business magazine, an annual report, a press release, a blog, an intranet or a Twitter feed. Other specialisms are ghostwriting, white papers, new business pitches, customer reference case studies and SEO copywriting.  
 • *Projects for: Mainstream newspapers, B2B/B2C magazines, contract publishers, PR agencies*
- **EDITING**  
 Accomplished editor of newsletters, magazines, reports and books in a wide variety of fields. A key skill is the talent to turn complex technical information into clear, concise and jargon-free copy in order to communicate effectively with the target audience. Advises businesses on how to create original, engaging content using the correct tone of voice that reflects and reinforces their corporate and brand values.  
 • *Projects for: ARaymond, Braun Oral-B, Hachette, Lloyds Banking Group, Network Rail, Ofsted*
- **INTERNAL COMMUNICATIONS**  
 Far-reaching experience of working on projects – independently and in partnership with communications agencies – for client organisations in both the public and private sectors as part of employee engagement and change management programmes. Employed as a writer and/or editor on numerous staff newspapers and in-house magazines across industries such as automotive, engineering, energy, FMCG, ICT and transport.  
 • *Projects for: Global Closure Systems, Kuehne + Nagel, National Grid, Toyota, Virgin Trains*
- **EXTERNAL COMMUNICATIONS**  
 First-class writer of PR communications including news releases, briefings, editorial features, thought pieces and online collateral. Highly skilled at proactively identifying opportunities for businesses to generate positive press coverage in support of their marketing goals. Conversant with media evaluation/monitoring methods and utilises inside knowledge of how journalism works to plan campaigns and forge relationships with editors.  
 • *Projects for: BTCV, e-Media Institute, InterHigh, Made in the Midlands, ProHedge, Total Logistics*

## KEY SKILLS & EXPERIENCE (CONT.)

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### ▪ PROJECT MANAGEMENT

Core competences: commissioning freelance journalists, graphic designers and photographers; briefing and training staff; print-buying; appointing/overseeing advertising, design and PR agencies; day-to-day account management and liaison with multinational clients/stakeholders; business development and harvesting new revenue streams; budgeting and scheduling; flat planning and devising editorial quality control procedures.

• *Projects for: Colgate-Palmolive, Iron Mountain, NFU, Northern Foods, Thames Water*

### ▪ DESIGN, PRODUCTION AND PHOTOGRAPHY

Expert technical and DTP skills (Mac/PC), with fluency in Microsoft Office, Adobe Acrobat and QuarkXPress, along with excellent working knowledge of InDesign, Photoshop and other software. HTML/XHTML editing capability and experience of using CMS applications such as Atex. Adept at sourcing images and illustrations using picture research skills, by planning and directing photo shoots or by taking own photographs.

• *Projects for: Exel, IOSH, Mercedes-Benz, Open University, Prodrive, Relate, Westbury*

### ▪ PROOFREADING

Passionate about syntax, grammar and punctuation and regularly employed as a proofreader by book publishers and organisations in the public and private sectors. For all sorts of printed and online material, checks that copy is accurate, accessible and conforms to house style. Trained with the Society for Editors and Proofreaders and able to mark up hard-copy proofs (using BSI proof-correction marks) and/or edit on screen.

• *Projects for: Becta, Blackwell, Heinemann, Hodder Education, Johnston Press, Macmillan*

## CAREER HISTORY

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### Aug 1994 – Present: **Writer, Editor and Journalist, Self-employed**

- Writing articles/features, editing publications and providing clients with internal/external communications support – across both print and digital platforms, and meeting very high standards as well as the budget and deadline specified – by applying a combination of journalistic, production and project management skills.
- Written for and/or edited several publications commended in the Communicators in Business Awards (now known as the Institute of Internal Communication Awards).

### Jan 1990 – Aug 1994: **Journalist, News Editor and Editor, Key Communications Ltd**

- Main responsibilities for this leading PR agency involved the research, writing, editing, design, production and distribution of employee newsletters, customer magazines, brochures, annual reports and other types of corporate publications for blue-chip clients in various industries.
- Twice gained promotion in recognition of contribution made to the quadrupling of the publishing division's turnover through development of existing accounts and by securing contracts with new clients.

In previous years worked as a **Reporter, Feature Writer** and **Sub-editor** on weekly and daily newspapers across the UK, including a spell as a crime reporter in the East End of London. Investigated a broad range of social and community issues, as well as covering breaking news stories and filing running copy for multi-edition titles. Contributed to the success of newspaper publishing groups that won many industry awards for the quality of their titles' design and content – and continues to freelance for newspapers today.

## PROFESSIONAL QUALIFICATIONS

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- **National Council for the Training of Journalists (NCTJ) Certificate, Harlow College**  
Newspaper Journalism • Shorthand (100 wpm) • Law • Public Administration

### ADDITIONAL INFORMATION

- Holder of UK passport • Holder of full driving licence • Registered private ambulance driver for Cherwell CVS
- Presiding Officer for South Northamptonshire Council in local and parliamentary elections

### HOBBIES & INTERESTS

- History and heritage • Jaguar cars • Birdwatching • Hill and coastal walking • Sailing (RYA Day Skipper)
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