

Professional Experience

University of East London, Internal Communications (Contract)

November 2024 – Ongoing

- Internal and external comms projects, specifically improving and overhauling daily newsletters (**Mailchimp**), as well as intranet management (**Sharepoint**), increasing engagement and staff satisfaction. **20% increase in engagement in 3 months**
- Large scale change and transformation project comms – campus redevelopments, Stratford Health Campus & Neighbourhood Health Hub, changes to pay structures, town halls and VC comms to all staff. **Ghost-writing, executive speechwriting, press releases, brand refreshes.**
- Staff updates, leadership updates, business updates.
- Part of team leading platform upgrades and modernisation.
- Marry external comms with internal, building a brand for all.

Howden, Senior Content Writer

July 2023 – July 2024

- Reporting into Global Head of Brand Content.
- Developed comprehensive internal and external communications and content strategies.
- Produced exemplary content with underwriters, brokers, analysts and experts.
- Produced over **100 pieces of high-quality content per year, plus videos and social content.**
- Deep understanding of the (re)insurance and financial markets, leveraging this to be a force multiplier in establishing Howden as thought leaders and industry experts.
- Assisted on **change management and change communications:**
 - **Large business acquisitions, aligning staff values, expectations and engagement during times of rapid change. Comms, branding, content.**
- Managed a complex editorial and PR calendar, aligning with internal and external-facing teams:
 - Messaging documents, press releases, thought leadership, data-driven report releases, DEI and employee content, reinsurance renewals content, articles. Created top level assets, extended lifespan of content by recycling, repurposing and reusing. Use of various platforms (**Hootsuite, Yammer**). Navigated and assisted in a full rebrand, working on transmitting the new brand to the world - and **19,000 global staff.**
- Guardian of tone of voice, branding and messaging.
- Led on the release of a monthly internal newsletter, showcasing thought leadership, brand tools and guidelines for global teams.
- Liaised with and briefed the design studio on bringing content ideas to market. In-depth stakeholder management around all arms of business, including underwriting, (re)insurance and MGA arms to facilitate conversations, find data and expertise and develop industry-leading content.
- Managed **LinkedIn** with the social media manager to build a strong brand and worked closely with PR for announcements and messaging. Functioning newsroom, build followers from **5 figures to over 200,000.**
- I also managed external copywriter resource. Covered **CEO social accounts** in part.

Inspired Education, Copywriter (Contract)

April 2023 – June 2023

- Contracted to work on copy (**Drupal**) in an enhancement project of a scale-up's group of **80 global private schools.**
- **Digital-first copywriting** on brand tone of voice SEO and creative strategy as we aggressively expand around the globe.
- **Optimising current campaigns, A/B testing of campaigns, leveraging GenAI.**
- Led on copy and reporting into Head of Web on new schools and GTM strategy, positioning as global leaders in the space.
- This used an omnichannel approach, including **CRM, web, app and SMS.**

AQA, Lead Copywriter (Contract)

November 2021 – April 2023

- Head of all things words and copy.
- Creating usable strategies for copywriters and multiple internal teams around the business.
- Informing tone of-voice, audience and messaging for campaigns stretching across the whole business in a regulated industry. The largest market share of any national exam board.
- Everything written by AQA for the public eye, examiners and schools is based on my copy strategy; how we sound, how we talk and how we convince.
- Pairing technical copy and data with emotive language to increase market share, retain customers and excite.
- Part of a large rebrand, giving me further experience in change management. Public-facing copy, but lead on brand and tone internally, communicating and upskilling colleagues.
- Launched UAL, a proprietary scheme that **sold out and exceeded targets by 30%.**

London South Bank University (LSBU), Digital Content Officer

June 2019 – October 2021

- Part of a small content team, producing everything written, filmed or drawn about or of the university (**Squiz CMS**).
- Part of a small team doing the **entire historic rebrand of the university**. Led on some copywriting, boilerplates, creative and photography, as well as working on change management comms inside the business – **engaging vast, matrixed staff in times of development and progress**.
- Brand guardian, an explainer and translator of university-to public wording.
- Internal comms formed a large part of the role, leading on brand and comms across change, events and employee satisfaction.
- Led on sustainability – working on comms, strategy and content for our carbon projects,
- Took information from multiple sources to produce work in our house style and tone, often from various nationalities for an international audience.
- Produced newsletters and press releases for internal and national uses
- Video production (**Premiere Pro**).
- Partially managed official social media and PR requests - newsroom function alongside content (**Loomly and Hubspot**).
 - Vertical videos, D2C-vibe content aimed at 15–21-year-olds.
- Managed website and produced content for awareness days throughout the year
- SEO for website and content.
- Regularly exceeded recruitment targets with targeted and specific content.
 - Exceeded targets of **19,000 undergraduates**.

AQA, Recruitment Assistant

January 2019 – June 2019

Brooklands College, Digital Marketing Officer

October 2018 – December 2018

Automechanika Birmingham, Marketing Assistant

March 2018 – September 2018

Other writing

Freelance, Everywhere, Ongoing Regular freelance work for major London insurance companies, producing copy across email, newsletters, web, print, onboarding, brand, retention and regulatory customer comms. Audience research, tone-of-voice development, key messaging and UX/user-journey work. Advising on website, social and brand copy. Produce multiple versions for testing and iteration. Copywriting for scale-ups and health brands (e.g. Calmdays).

360 Club, Leeds, September 2014 – June 2016 Reviewer of live gigs and shows for Richard, Creative Director of the 360 Club, a music venue in Leeds with a small, independent focus.

Leeds Tab, January 2015 – June 2016 Wrote several independently developed articles to over ten thousand unique readers, satirising student life and reporting on current affairs, obtaining 20,000 views of my work.

Flux Music, February 2015 – June 2019 A now London based record label, online magazine and events organisation. Conducted and wrote interviews, reviewed new releases and proselytised about house music.

Tools

Photoshop, InDesign, Premiere Pro, InCopy
Microsoft Office
Wordpress, Squiz, Drupal
Google Analytics, Siteimprove
Semrush, Ahrefs, Moz
HTML work (basic)
Social Media – Twitter, Facebook (Ads),
Pinterest, Instagram, LinkedIn

Education

University of Leeds, 2013 – 2016

BA Hons Philosophy, Ethics and
Religion; Dissertation -

*“Are the fundamental tenets of liberty and
equality best served using Nozick's views on the State, and with his ideal utopia?”*

Other experiences & skills

Took a 2-year part time acting course at Questors alongside employment. Travelled the US from New York, through the South to Seattle, for three months; spent the 3 months travelling alone, for the most part, observing, discovering, [reclining], and writing about American culture. I also ran the London Marathon for charity. I built www.pubswithpooltables.com