

Copywriting, content design, communications and content specialist with over eight years' experience delivering internal and external content and communications across higher education, insurance, government and more.

Professional experience

National Audit Office, Content Designer (Contract)

February 2026 – Ongoing

- Managing the end-to-end delivery of a new self-serve, task-based, user-centred intranet communications hub.
- Requirements gathering, stakeholder engagement, project management, content structuring, quality assurance,
- Includes planning, testing and building a brand-new site on SharePoint.
- From stakeholder interviews to intricate sitemaps; from building and handover, ownership of entire technical and strategic elements of project.
- AI-optimisation, including future-proofing and Copilot agent design.

University of East London, Internal Communications (Contract)

November 2024 – February 2026

- Deliver internal and external communications projects, including the overhaul of daily newsletters (Mailchimp) and intranet management (SharePoint), achieving a 20% engagement increase within three months.
- Building tone of voice and brand guidelines on a central SharePoint intranet hub.
- Content design, brand governance and campaign-based work.
- Support large-scale change and transformation communications, including campus redevelopment, health infrastructure programmes, pay structure changes and organisational updates, as well as assisting with large public, staff and internal events all across SharePoint and CRM.
- Produce executive-level communications including ghost-writing, executive speechwriting, leadership messaging, press releases and brand refresh content.
- Coordinate staff, leadership and business-wide updates across multiple channels to ensure consistent and timely messaging.
- Contribute to platform upgrades and communications modernisation initiatives.
- Align internal and external communications to strengthen institutional brand consistency.

Howden, Senior Content Writer

July 2023 – July 2024

- Reported to the Global Head of Brand Content, supporting global internal and external communications strategy.
- Developed and delivered communications and content strategies across thought leadership, PR, internal engagement and brand communications.
- Produced vast numbers of high-quality content, including articles, reports, videos and social content.
- Supported change communications related to major acquisitions, ensuring clarity and engagement during periods of organisational transformation.
- Managed complex editorial and PR calendars, coordinating messaging across press releases, leadership communications, employee content, DEI initiatives and data-led reports.
- Played a key role in a global rebrand, supporting consistent messaging for 19,000 employees worldwide.
- Acted as guardian of tone of voice, brand and messaging standards.
- Led a monthly internal newsletter to share thought leadership, tools and brand guidance.
- Worked closely with design, PR, social media and senior stakeholders to deliver integrated communications.
- Social listening and media monitoring.
- Supported corporate social media activity, contributing to LinkedIn growth from five figures to over 200,000 followers.
- Managed external copywriter resources and supported executive social media communications.

Inspired Education, Copywriter (Contract)

April 2023 – June 2023

- Delivered digital-first communications and web copy for a global education group of 80 schools.
- Supported brand tone of voice, SEO and campaign optimisation across international markets.
- Optimised and tested campaigns using A/B testing and GenAI-supported workflows.
- Contributed to go-to-market messaging for new schools using an omnichannel approach (CRM, web, app and SMS).

AQA, Lead Copywriter (Contract)

November 2021 – April 2023

- Head of all things words and copy.
- Led copy strategy across the organisation, supporting campaigns in a highly regulated environment.
- Led on copy, tone and content as part of a brand refresh.
- SharePoint brand management, creating useful guidelines to maintain standards and strengthen brand internally and externally.
- Defined tone of voice, audience messaging and communication frameworks used across public, schools and examiner communications.
- Played a central role in a major organisational rebrand and associated change communications.
- Delivered data-informed messaging to support growth, retention and engagement.
- Launched a proprietary programme that exceeded targets by 30%.

London South Bank University (LSBU), Digital Content Officer

June 2019 – October 2021

- Produced written, video and digital content for the university website and campaigns (Squiz CMS). Included brand-level work and UX: microcopy, user journey, wireframes.
- Supported a full institutional rebrand, contributing to internal change communications and staff engagement. Included templates, full style guide creation.
- SharePoint intranet management – migration, analytics, brand guardianship.
- Delivered internal communications across events, organisational change and employee engagement initiatives.
- Produced newsletters, press releases and multimedia content for internal and external audiences.
- Supported PR requests and newsroom-style workflows (Loomly, HubSpot).
- Delivered SEO-optimised content and campaign communications that exceeded student recruitment targets.

AQA, Recruitment Assistant

January 2019 – June 2019

Brooklands College, Digital Marketing Officer

October 2018 – December 2018

Automechanika Birmingham, Marketing Assistant

March 2018 – September 2018

Freelance, everywhere, ongoing Regular freelance work for major London and international 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).

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