

Work Experience

Self-employed: January 2020 - Present

Editorial strategist, brand identity consultant, journalist, lecturer, copywriter

- Ideating and commissioning video stories, generating **100m+ views across all social media channels**
- **Writing** with great attention to various house styles in a **variety of sectors: lifestyle, food, travel, wellness**
- **Forming great relationships with stakeholders in multiple departments**, organisations, and sectors
- Guest **lecturing, workshopping, mentoring**, and coordinating seminars for BA and MA Journalism students
- **Developing an extensive talent network** across the UK in multiple sectors
- Working to **tight deadlines across multiple projects and duties**
- Crafting **strategy-based briefs across content, press, communications and identity** for leading clients
- **Managing production budgets, workflow, and logistics**
- Being dependable, establishing myself as a writer whom editors proactively commission and trust
- Consulting on new podcasts and multimedia content verticals, including **design elements and social media**
- **Strategising** brand identity and **communications** internally and externally for **all platforms**
- **Talent suggestion and curation, commissioning** freelance teams where needed

Clients include: The i, The Guardian, Guardian Labs, British GQ, The Strategist, Time Out, The Times, The Telegraph, Canvas8, Creative Review, The i, Mr Porter, The Face, Dazed, TCO, Red Bull, BackMarket, Huel, Huck, Mundial, Goal, Indy Labs, Highsnobiety, City University London, UAL, Auddy Limited, Order+Chaos, Communion Studios, TCO London, Unilever, Gay Times, Grindr, TikTok, Apple, Bowers and Wilkins, Visit Wales, Penguin, Fitzcarraldo Editions, Picador, BBC Radio Cymru, SXSW London.

Red Setter: March 2024 - September 2024

PR Editorial Consultant

- Strategising **thought leadership, opinion, and expert positioning** for **LinkedIn** and within premium publications (**B2B, B2C, and National** – Evening Standard, The Drum, Fast Co, Campaign US, et al.)
- Driving idea generation for **campaigns**, stories and angles that work toward KPIs and objectives for clients including Ragged Edge, LOVE, The Team, et al. with account directors.
- **Presenting strategy to stakeholders and clients.**
- Media management: managing **reactive and proactive press offices** for clients.
- **Leading response** to and proactively **coordinating media opportunities** for clients.
- Drafting **media releases** and responses to enquiries.
- **Presenting tone of voice and brand strategy** workshops to clients
- **100% client retention and satisfaction**

Woo, ITV: October 2022 - Feb 2024

Editorial Lead (editorial and Woo's creative agency)

- **Overseeing all editorial and copy** for Woo's in-house agency and marketplace (including **sign-off** of all brand communications and tone of voice **externally and internally**).
- **Managing all webpages** for the editorial team using bespoke **CMS**, ensuring pages are up to date, functional, and accurate (including **UX, SEO and metadata**) – I have used a variety of CMS software options in my career.
- **Devising content verticals and formats** for Woo's commercial wing (Woo Studio).
- Contributing across **360 brand activations (including copy, social roll-out, press, and creative duties)**.
- **Conceptualising editorial campaigns** to pitch to brands for prospective partnership bids.
- **Commissioning** staff, external creative teams, and talent on branded content **including social media**.
- Creating stories informed by data from methods such as **GA4, social listening and prospect research**.

- **Editing** commercial copy including **social media and video scripts**, and signing off internally.
- Commissioning and editing stories from staff writers and an **extensive list of freelancers**.
- Responsible for **editing and publishing roughly 30 stories a month**.
- Mentoring junior staff, including workshops and **weekly one-to-one check-ins** – fostering a confident and **improvement-driven creative working environment**.
- Writing regularly, optimising regular columns and refining the house style guide.
- **IPSO auditing** for editorial and partnership content for compliance on streaming and social media.

Senior editor and writer (editorial and Woo's creative agency)

- Ideating, launching, and **maintaining new formats and article verticals including homepage**.
- **Establishing the tone of voice** for the publication upon launch.
- **Testing new formats** and columns for **editorial and social media**.
- Establishing core topics for the publication based on **SEO, brand identity, and trend forecasting**.
- Conceptualising and **launching** a series of **newsletters, including CRM**.
- Helping to define core editorial targets for brand partnerships.
- Ideating content to assist in pitching to brands for their campaigns, based on cultural insight.
- **Working with press teams** to write news stories

WILDFARMED: October 2021 - January 2023 (with occasional work since)

Editorial and Creative Lead

- **Leading on all tone of voice and editorial direction** including **social media, video, webcopy, CRM, marketing, OOH, newsletters, and events**.
- **Devising a social media strategy** centred on **engaging, educational, clear, and human storytelling**, **increasing following from 3,500 - 100,000+** and **generating new business through these channels**.
- **Editing and writing** brand **campaigns**, web-based **editorial, press releases, social copy, scripts**, and more.
- **SEO and metadata optimisation** across the entire brand and its publishing avenues (**newsletter, social media, YouTube, web, etc.**).
- **ASA and CAP auditing** where required, using my **media law knowledge**.
- **Commissioning** and hiring **freelance** and permanent **filmmakers** and **art directors**
- **Secured high-quality press coverage in The Financial Times**, acted as **press officer**.

TIME OUT: May 2021 - May 2023

Commercial writer and editor (London, UK, US, and Global markets)

- **Creating written content** following briefs across all formats, including OOH, CRM, and social media.
- **Editing and publishing** articles from freelance writers for newsletter, print, and online using **CMS**.
- Ideating content for **social media**, and **developing formats to migrate online stories into social media**.
- **Ideating pre-sale editorial campaigns** for pitches to large brands (TfL, Samsung, British Fashion Council).
- **Talent curation**, informing **strategy for digital campaign**, and delivering this to stakeholders.
- Creating **editorial for activations and events** including Time Out Markets worldwide.
- **Working with press teams** to write news stories

Education

MSc: Psychotherapy, Metanoia Institute (UKCP-accredited). **2026-2030 (part-time, weekends)**

MA: Magazine Journalism, City University London. **Merit. 2018-2019**

BA: English with Creative Writing, University of Nottingham. **1:1 (Hons). 2015-2018**

Short Course: Art Direction, Chelsea College of Art. **Pass. 2018.**

Volunteering:

Arts Emergency: 2018 - Present

I also do pro-bono mentoring for people from disadvantaged socio-economic backgrounds looking to break into the media industry, pursue higher education, particularly around arts and humanities subjects such as English and Creative Writing, Journalism, and Photography.