



**Ffion Alexandra Lindsay**

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Content specialist with a background in traditional publishing, tech startups and government agencies. A self-starter who gets right to the heart of the message, delivering exciting copy and solid business results.

## Skills

- Writing and formatting web content and ebooks
- Planning and leading marketing campaigns
- Proofreading and copyediting
- Wireframing web pages and apps
- Building marketing campaigns in MailChimp, Mandrill, Constant Contact and more
- Producing brand content for Twitter, Facebook, Instagram and Google+
- Basic HTML, beginner CSS
- Proficient with CMS, including Wordpress, OpenText and Drupal
- Fluent Welsh and conversational French speaker
- Government Security Check (SC) cleared.

## Experience

**University of the West of England**, Marketing Communications Officer

April 2017 – present

Prepared marketing campaigns, content plans and content across the university's marketing department.

- Refreshed and maintained over 200 pages on the university website
- Provided marketing copy for use in print, digital and social media channels
- Revised existing tone of voice and web publishing guidance to improve consistency and efficiency
- Built and maintained contacts with faculties and external bodies to deliver projects.

**Environment Agency**, Content Specialist (contractor)

October 2016 – March 2017

Coordinated and supported digital projects and communications campaigns.

- Monitored and edited GOV.UK content to ensure clarity and relevance
- Redesigned sections of the intranet to better meet user needs and simplify complex processes
- Improved content management processes and supported the internal publishing community
- Provided analytics and insight to business areas.

**Office for National Statistics**, Content Editor (contractor)

June 2016 – September 2016

Proofread and edited statistical bulletins and articles while developing the organisation's style guide. Improved workstreams for more effective and accurate proofreading.

**Sparkol**, Copywriter

November 2013 – March 2016

Hired to assist with website redesigns, expand Engage blog readership and launch Sparkol Books.

- Regularly hit over 20k blog hits (up from 2k average); the most popular received 300k visits in 6 months and was picked up by several industry leaders
- Wrote The Seven Pillars of Storytelling, How to Nail Your Next Presentation and other titles with over 600k downloads collectively to date
- Rewrote all support and legal pages, resulting in a 25% increase in positive feedback.

**KIDS charity**, Administrator/ Moodle Content Developer

June 2013 – October 2013

Trained as a Moodle content developer under the head of IT and produced a suite of commercial elearning courses ahead of schedule.

- Designed elearning modules using the Moodle platform
- Organised charity-wide conferences and youth events that were well-received
- Completed administrative tasks and part-time PA work for supervisors.

**Intellect Books**, Publishing Intern

September 2012

Interned at academic publisher Intellect. Invited to continue proofreading journals for them on a freelance basis.

- Proofread over 20 titles and wrote abstracts and copy for journals
- Designed successful promotions and produced marketing copy for online use
- Liaised with contributors and editorial board members to ensure smooth release of titles.

**Candy Jar Limited**, Copyediting Intern/ Translator

June 2011 – July 2012

Interned at award-winning independent publisher Candy Jar.

- Reviewed and proofread prospective manuscripts, significantly reducing the time it took to process submissions
- Led a Remembrance Day promotion that increased sales by 70%
- Translated scripts and subtitles into Welsh, allowing the business to expand its video production arm.

## Education

- BA(Hons) 1<sup>st</sup> Class English Literature – Cardiff University (2012)
- 4 A grades in English Literature, French, Media, Art at A level – Coleg Sir Gar (2009)