



Ffion Lindsay

07857 222622 / ffionlindsay@hotmail.com

<https://uk.linkedin.com/in/ffionlindsay>

Content specialist with experience in the tech, education and government sectors. 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
- Proofreading and copyediting
- Planning and leading marketing campaigns
- Wireframing web pages and apps
- Building marketing campaigns in MailChimp, Mandrill, Constant Contact and more
- Producing brand content for Twitter, Facebook, Instagram and Google+
- Proficient with CMS, including Wordpress, OpenText and Drupal
- Government Security Check (SC) clearance
- Basic HTML

Experience

CookiesHQ, Content Manager

April 2018 – present

Planned, created and published all of the company's blog, marketing and social media content.

- Managed delivery across quarterly marketing campaigns
- Monitored and reported on website and social media performance
- Increased the membership of an industry meet up group by over 200 members
- Organised and promoted talks for Bristol's tech community
- Led the development of an improved communication strategy
- Produced and improved web copy for clients.

University of the West of England, Marketing Communications Officer

April 2017 – April 2018

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 work streams 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 industry leaders
- Wrote *The Seven Pillars of Storytelling*, *How to Nail Your Next Presentation* and other titles with over a million 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) 1st Class English Literature – Cardiff University (2012)
- 4 A grades in English Literature, French, Media, Art at A level – Coleg Sir Gar (2009)