




LAUREN GOW

PROFILE

An incisive and talented communicator with a passion for digital media, proven international expertise and an exemplary record for delivering cutting-edge multimedia content, internal communications strategies, hard-hitting news coverage and highly-engaging features.

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SKILLS


 10+ years B2B journalism experience

 3+ years internal/external comms experience

 Outstanding public speaking skills

 Proven ability to excel under pressure

 Influential and confident leader

 Award winning writer

 1000+ hours live blogging and podcast experience

EXPERIENCE

Editor, StrategicRISK

2017-present

- Researched, wrote and commissioned StrategicRISK's quarterly print edition, data-led editorial reports, online news, analysis and investigative content forming the backbone of global news service and trebling online subscribers in one year.
- Chaired and moderated at least 9 international events annually including StrategicRISK Asia-Pacific Awards, annual market-specific conferences, roundtables and forums.
- Developed and optimised a network of close contacts across the global risk and insurance markets.
- Successfully managed a complex and demanding international work schedule, met strict deadlines and exceeded budget expectations.
- Streamlined processes for a global team of editors, publishers, sales executives, sub editors, designers and correspondents, achieving a seamlessly branded product for multinational corporate risk managers.

Communications Adviser, ABI

2016-2017

- Contributed to and managed a number of high-level public policy issues affecting British consumers in the general insurance and long-term savings industry on a day-to-day basis, including acting as a public spokesperson in print and broadcast mediums and consulting with UK and EU government ministers.

Communications Business Partner, MS Amlin

2015-2017

- Successfully led internal communications strategy for Marine and Aviation business silo, including strategy development and stakeholder management for change management prior to sale of the business to Mitsui Sumitomo.
- Managed media relations for the FTSE250 firm, including working closely with senior stakeholders on corporate announcements, briefing and advising the senior management team, managing newswire calls and investor presentations, preparing the senior team for events, as well as developing proactive and reactionary press releases and media statements.

INTERESTS



Co-authoring internationally renowned Olympic bid chief, Rod McGeoch's third book



Managing a no-kill animal rescue facility for high-needs cats and dogs on a 24/7 roster



Obsessively listening to true crime podcasts

Deputy Editor, Reactions

2014-2015

- Managed an international team of journalists to deliver breaking news; overseeing weekly and monthly magazine deadlines including editing, subediting and proofing staff members' work; managing staff schedules and workloads from flat planning to production.

Markets Editor, Global Reinsurance

2010-2013

- Produced and steered the production of a high-quality monthly print magazine, working collaboratively with production to strict deadlines and with limited resources.
- Managed digital offering including hitting daily news deadlines and managing highly-successful social media channels.
- Successfully chaired international roundtables in with finance and business chief executives, delivering detailed and high-quality monthly reports for digital and print.

OTHER RELEVANT EXPERIENCE

Journalist/Producer, Bauer Media

2010

Production Manager, Beyond Sports

2008-2009

Journalist/Coordinator, Fox Sports

2005-2009

EDUCATION

- PG Diploma in Journalism, London School of Journalism **2009**
- Postgraduate Diploma in Business & Marketing, APM **2007**
- BA(Media), University of New South Wales **2005**
- Extensive training in FinalCut Pro, Adobe Photoshop, Illustrator, InDesign, SEO optimisation and CMS training.