

# TOM FOLEY

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## Bio

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Ambitious, creative, and highly experienced editor with excellent SEO skills and impeccable attention to detail. Passionate gamer with thorough games industry experience and an extensive background as a scientific editor for three prestigious UK institutions. Formerly established and ran the TCG section for CBR, presently an editor for Dot Esports.

## Experience

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### **DOT ESPORTS** – *Editor*

Aug 2023 – Present

- Edit and publish news, features, reviews, and guides from dozens of international writers on gaming and hardware.
- Coordinate and develop writers through extensive written and verbal feedback, assessing and reporting on performance.
- Monitor Google Trends, Google Analytics, social media, and developer feeds to identify and pitch priority topics.
- Apply SEO and EEAT principles and stay up to date with Google algorithm changes to ensure high SERP rankings.
- Regularly write my own content and lead coverage for major game releases.

### **COMIC BOOK RESOURCES (CBR)** – *TCG Editor/Senior Writer*

Feb 2023 – Jun 2023

- Launched a new section dedicated to trading card games (TCGs) and served as the section editor.
- Edited and scheduled all TCG features for CBR with strict adherence to AP style, managing workflow with Asana.
- Developed a flourishing team of 10 TCG feature and guide writers alongside writing and publishing my own articles.
- Optimized every piece for SEO and Google Discover and created high-quality assets in Photoshop.
- Monitored gaming news, influencer channels, developer feeds, Google Trends, and PublInsights to identify priority topics.
- Established and developed industry contacts and interviewed AAA game developers.

### **ASTRAZENECA** – *Science Communications Manager*

Sep 2021 – Jun 2022

- Produced news articles, features, and evergreen web content to disseminate high-impact science publications.
- Managed freelance and agency partners to deliver engaging and effective on-brand communications materials.
- Refreshed BioPharmaceuticals R&D brand materials and updated corporate communications collateral.
- Delivered high-value social media campaigns and led a project to optimize metrics and engagement tracking.
- Coordinated the primary lab showcase during the unveiling of a new company HQ in 2021. Orchestrated the reveal of cutting-edge technologies to VVIP guests and stakeholders including HRH King Charles III.

### **UNIVERSITY OF CAMBRIDGE** – *Science Writer & Communications Coordinator*

Sep 2019 – Sep 2021

- Managed the news pipeline for the Graphene Flagship, one of Europe's largest scientific funders.
- Editorial lead over two writers. Published science news, press releases, interviews, features, and evergreen content.
- Represented the University of Cambridge and Graphene Flagship at industry events around Europe.
- Edited two magazines and several print publications, coordinating content from concept to print.
- Commissioned articles and directed an external design agency to create striking and effective on-brand collateral.

### **ROYAL SOCIETY OF CHEMISTRY** – *Publishing Editor*

Nov 2016 – Aug 2019

- Assessed and edited scientific manuscripts.
- Coordinated peer review for high-impact general chemistry journals.
- Managed the chemistry section of the journal *Royal Society Open Science*.
- Pitched and wrote news stories for the industry-leading print magazine *Chemistry World*.
- Developed Visual Basic macros to automate data entry for cover artwork commissioning, facilitating a six-figure revenue increase for flagship journal *Chemical Science*.

## Education

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### UNIVERSITY OF EDINBURGH

MChem Master of Chemistry with Honours (2:1)

Sep 2010 – May 2015

- Master's project "An Open-source Cure for Malaria" awarded first-class grade.
- Co-authored a research paper on a potential Malaria cure in *Nature Communications*.
- Spent one year on research placement at Nanyang Technological University, Singapore.
- Courses in organic, inorganic, physical, analytical, and sustainable chemistry.

### FALLIBROOME ACADEMY

Sep 2003 – Jul 2010

- Four A Levels at Grade A and two AS Levels at Grade A.
- 11 GCSEs including Maths and English; seven at Grade A and four at Grade A\*.

## Other

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- Exceptional standards for published content. Keen eye for detail with an excellent grasp of the English language.
- Highly proficient with CMS providers including WordPress, Office software, and Adobe Photoshop.
- Extensive experience training and developing writers and giving comprehensive feedback.
- Typing speed above 100 wpm.
- Full UK driving license with no endorsements.

## Interests

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Aside from gaming, I love creative writing and illustration, and often have several of my own projects on-the-go at once, including an extensive and intricate *Dungeons & Dragons* campaign and a TCG. Together with my love for art and design, my interests have a strong, positive influence on many aspects of my work. Additionally, I like to get out and be active, and I am a keen photographer. Whenever possible, I love to travel the world and meet new people; I spent a year doing research in Southeast Asia and hitch-hiked from Edinburgh to Morocco to raise money for teachers in Sub-Saharan Africa.

## References

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Available on request.