

TOM FOLEY

Editor & SEO specialist

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Bio

Expert SEO-focused content editor and storyteller with nine years of experience in editing, writing, and content strategy. Former Associate Editor for Dot Esports and TCG Editor for CBR. Background as an editor and science writer for the University of Cambridge, Royal Society of Chemistry, and AstraZeneca. Extensive experience managing and developing writers. Impeccable attention to detail with an excellent grasp of key SEO copywriting principles.

Experience

SHORT-TERM PROJECTS

Nov 2024 – Present (Manchester, UK)

- English Editor for an international science publisher, editing scientific articles to a quota of 40,000 words per day.
- Building website, writing copy, and developing marketing campaigns for an upcoming property management agency.
- Delivered TikTok, Instagram, and Reddit campaigns for a social media influencer including video and image editing.

DOT ESPORTS – Associate Editor

Aug 2023 – Nov 2024 (Remote)

- Edited and published over 400 monthly articles while providing extensive feedback to developing journalists.
- Pitched and wrote my own news stories and evergreen content alongside my editorial duties.
- Established industry contacts, conducted interviews, and attended previews.
- Line-managed journalists, conducted hiring interviews, trained new staff, and gave performance reviews.
- Monitored search trends and analytics apps. Evaluated article and campaign performance.
- Led site-wide coverage for major game releases and events, developing ideas for timely articles targeting search trends.
- Rebranded and relaunched a YouTube channel, producing fully voiced videos using Premiere Pro and CapCut.
- Developed branded assets and visually striking images and social media posts using Photoshop and Canva.

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

Feb 2023 – Jun 2023 (Remote)

- Launched a new section dedicated to trading card games (TCGs) and served as the section editor.
- Developed a flourishing team of 10 writers alongside writing my own articles in a fast-paced newsroom environment.
- Optimized every piece for SEO and Google Discover and created high-quality images in Photoshop.
- Monitored Google Trends, Google Analytics, PubInsights, social media, and developer feeds to identify trending topics.
- Interviewed developers, attended previews, and established key industry contacts.

ASTRAZENECA – Science Communications Manager

Sep 2021 – Jun 2022 (Cambridge, UK)

- Managed PR agency and freelance partners, commissioning articles to communicate important science topics.
- Developed communications campaigns to disseminate high-impact biological science publications.
- Refreshed BioPharmaceuticals R&D brand materials and updated corporate collateral.
- Delivered high-value social media campaigns and led a project to improve SEO and boost reader engagement.
- Coordinated showcase 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 (Cambridge, UK)

- Editorial leader of two writers. Wrote and published science news, interviews, features, and evergreen content.
- Managed news pipeline and PR for the Graphene Flagship, one of Europe's largest scientific funders.
- Represented the University of Cambridge and Graphene Flagship at industry events around Europe.
- Edited two magazines and several paper publications, coordinating content from concept to print.
- Commissioned articles and infographics from PR agencies and graphic designers and developed assets in Photoshop.

ROYAL SOCIETY OF CHEMISTRY – *Publishing Editor*

Nov 2016 – Aug 2019 (Cambridge, UK)

- Assessed and edited scientific manuscripts and coordinated peer review for high-impact general chemistry publications.
- Interviewed principal scientists and wrote news stories for the industry-leading print magazine *Chemistry World*.
- Managed the chemistry section of *Royal Society Open Science*, a peer-reviewed, open-access science publication.

Education

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, published in *Nature Communications* in 2024.
- Completed courses in organic, inorganic, physical, analytical, and sustainable chemistry.

NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE

Sep 2014 – Aug 2015

- One-year research placement developing inorganic dyes for solar cells.
- Completed a course in beginner Chinese and produced my first YouTube video.

FALLIBROOME ACADEMY

Sep 2003 – Jul 2010

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

Other

- Exceptional standards for published content; keen eye for detail and an excellent grasp of the English language.
- Extensive experience with CMS platforms including WordPress and alternatives.
- Highly proficient with Adobe Photoshop, Adobe Premiere Pro, Canva, CapCut, office software, and more.
- Especially skilled at developing writers through clear and comprehensive feedback.
- Touch-typing speed over 100 wpm.
- Full UK driving license with no endorsements.

Interests

I love creative writing and illustration and often have several of my own projects on the go at once, including role-playing game and a tabletop TCG. My passion for storytelling and design has a strong, positive influence on many aspects of my work. Additionally, I like to get outside and stay active and I'm a keen photographer. Whenever possible, I enjoy travelling the world and meeting new people; I spent a year doing research in Southeast Asia and once hitch-hiked from Edinburgh to Morocco to raise money for teachers in Sub-Saharan Africa.

References

- **Rachel Samples** – *Editor in Chief* (Destructoid) – rachel@destructoid.com
- **Jerome Heath** – *Former Managing Editor* (Dot Esports) – jerome@dotsports.com
- **Christopher Baggett** – *Former Senior Editor* (CBR) – jcbaggee@gmail.com