

PENELOPE PARKIN

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PERSONAL HISTORY:

- Successful Barclays, Lloyds and UK Trade & Investment copywriter, seeking new role.
- Extensive project and stakeholder management experience, transforming digital UX.
- Motivated creative strategist, targeting key consumer groups using data analytics.
- Digital editorial, advertising and PR experience, promoting high profile clients/products.
- Fast editorial turnaround, devising SEO copy across multiple communication channels.

RELEVANT SKILLS AND QUALIFICATIONS:

Project Management:	EDI Level 3 certificate
Content Management:	Barclays, Lloyds, UKTI: Website and newsletters
Graphic Design and IT:	Figma, Figjam, JIRA, Kanban, Illustrator, AI, HTML
NCTJ fast-track course:	6 month newspaper qualification course
LPC, College of Law:	Company, Commercial and Media Law
Law Degree, University of Exeter:	LLB Honours, Law (2:1)
A Levels, Tormead School:	English Literature (A), Economics (A), French (B)

SKILLS SUMMARY:

- **Content Strategy:** (Barclays) Worked with senior editors, data analysts and graphic designers to create compelling digital messaging, adapt customer journeys and increase open rates for Barclays Digital Newsletter. Managed complex, high profile initiatives requiring confidentiality in addition to careful stakeholder management.
- **Content Management:** (Lloyds, Halifax, Bank of Scotland, TSB) Managed newsletter production and streamlined phrasing across initiatives for 4 different banks.
- **Content Generation:** (UKTI, Media.co.uk, Content 24, national press) Compiled UK and international features for national websites, magazines and newspapers.
- **SEO:** (Media.co.uk) Copy to 100, 200, 400 and 800 word limits to tight deadlines.
- **Project Management:** (UKTI, Lloyds) EDI level 3 Project Management certificate; project management of stakeholder groups to achieve sign off for all initiatives to tight deadlines.
- **Editorial Experience:** 15+ years with national magazines, newspapers and websites.
- **Equivalent Roles:** Content Editor, Digital Editor, Copy Editor, Web Editor, Copywriter, Writer, Content Strategist, Digital Strategist, Content Designer, Content Specialist.

CAREER DETAILS:

FTC: Content Designer, Web Team, London Borough of Hounslow: Jan – Apr 2025

- Four month contract managing new beta site content and multiple social media accounts.
- Developed and executed a content update strategy for Hounslow Connect platform inbox.
- Managed regular X and Facebook posts and updates using in-house content systems.
- Collaborated with cross-functional teams, refining messaging to improve user experience.
- Revitalized site content and promoted self-service event updates for 500+ organizations.

Senior Content Designer, Digital Experience, Lloyds Banking Group: Jan 2018 – Dec 2024

- Creation of new Homes, Borrow, Insure and Save & Invest Spaces content across four retail banks. Revised app content reached 20,000 customers with six billion log-ons.
- Editor for new Lloyds Banking Group 'Retail Fraud Hub' and 'Prevent Fraud' app.
- Worked with department heads a new Estate Administration portal and Consumer Servicing initiatives including Spending Rewards and a new Card Management app.
- Training in systems thinking, agile methodology, JIRA, Confluence, Figma and FigJam.
- Content Editor of DCX Culture, Storytelling team video scripts and annual reports.

Editor, Mail Online, Ebay, BUPA, City & Guilds, Merton Council: Apr 2015 – Jan 2018

- Mail Online: Content approval for Mail Online Home, Showbiz and Columnists pages.
- Ebay: Content Producer assisting with overhaul of content strategy and Seller Centre.
- BUPA: Travel Guides x 10 for re-formatted website, re-wrote previously contracted copy.
- City & Guilds: 6 month website refresh to a tight schedule approaching launch date.
- Merton Council: Re-wrote copy for a new Customer Contact programme website.

Assistant Vice President Copywriting role, Barclays: Sept 2014 – Mar 2015

- Assistant VP responsible for project delivery, working with PMs, BAs and stakeholders.
- Responsible for producing monthly Digital Banking Newsletter (Audience: 2.5m Barclays customers) transforming content and open rate with Barclays Head of Editorial.
- Involved in high profile initiatives that were used as 'best-practice', including Lifeskills, (50% increase in click through rates). Helped reformat Barclays International Trade Hub.
- Liaised with data analytics team to achieve 15% increase in newsletter open rate.

Copywriter, Lloyds Digital Transformation Programme: Sept 2012 – Aug 2014

- Copywriter responsible for coordinating multi-million pound initiatives to win five million new Lloyds TSB customers. Regular content production for Digital Banking Newsletter.
- Project management of multiple stakeholder sign-offs to implement key website changes for four brands: Lloyds, TSB, Bank of Scotland and Halifax.
- Extensive project and stakeholder management experience, transforming digital UX through coordination of stakeholder interests and project aims, streamlining initiatives.

Copywriter & Content Editor, Purcell: Oct 2010 - Aug 2012

- Key member of company re-branding team tasked with achieving a clear company ethos.
- Developed communications strategy adopted by all 11 UK regional offices.
- Liaised with 170 staff at all levels to create clear messages across all company literature.
- Worked with a graphic designer to produce advertising leaflets, invitations and displays.
- Edited company website, intranet and awards copy across all UK offices.

Communications Strategist: Media Co UK, National Magazines: Aug 2009 - Oct 2010

- Copy Editor, proofreading all forms of editorial, advertising and SEO copy.
- Generated and sold in national magazine features, maximising press coverage.
- Multiple features to tight deadlines, requiring rapid familiarisation with numerous topics.
- Features published in national press and high profile travel and interiors titles.
- SEO content to 200, 500 and 1000 word limits across various subject areas.

Senior PR Executive & Copywriter, UK Trade & Investment: Jan 2008 - Jul 2009

- Internal and external communications strategist with a flair for consumer copy.
- Copywriter producing London case studies, press releases and monthly newsletters.
- Placed regional and national magazines and newspaper features & web content.
- Maximised digital marketing coverage, producing You Tube videos and web 2.0 content.
- Increased UKTI's web presence, promoting web links, partner press and digital content.

Writer and editor for National Magazines and Newspapers Jun 1995 – Dec 2007

Publications include: Property House Marketing, Surrey Life, 24 Hour Museum, Homes & Gardens, Ideal Home, Daily Mail: You, She, Legalease, Guardian Newspapers.

INTERESTS:

Photoshop: Keen interest in DTP image software. Photos published in national magazines.
Design: One year Certificate in Interior Design, Chelsea College of Art & Design - Merit.
Press Trips: Sponsored visits for features on Australia, Hong Kong, America, France and Spain.
Broadcasting and research: BBC Researcher and Media Assistant – Perfect Holiday.
TV and Film Extra: Films including Vanity Fair, The Life & Death of Peter Sellers, BBC Drama.
Director, Clodune Residents Association – Management and accounts for 3 private apartments.