PENELOPE PARKIN

SENIOR CONTENT DESIGNER | SENIOR COPYWRITER | UX WRITER

London, UK | 07801 191 768 | Penelope_Parkin@yahoo.co.uk
penelopeparkin.com | LinkedIn | Writing portfolio

Strategic, audience-focused content specialist with extensive experience across banking, health, government and digital publishing. Skilled at simplifying complex information, shaping clear and engaging digital experiences, and delivering content across web, app, editorial and campaign channels. Combines strong editorial judgement and visual design sensibility with stakeholder management, UX thinking and a focus on measurable outcomes.

CORE CAPABILITIES

CONTENT & UX DESIGN

Content strategy; UX writing; app and web content; customer journeys; accessibility; content solutions.

COPYWRITING & EDITORIAL

Copywriting; editing; proofreading; e-newsletters; digital playbooks; press features; video scripts.

DIGITAL & PRODUCT

App spaces; web pages; intranets; content transformation; chatbot and AI integration.

CAMPAIGNS & ENGAGEMENT

Multi-channel content; social media; SEO; content marketing; audience engagement.

PROJECT & STAKEHOLDERS

Transformation projects; stakeholder management; cross-functional collaboration; delivery and sign-off.

DESIGN & TOOLS

Figma; FigJam; Miro; Illustrator; Visio; Photoshop; photography; art direction.

PROFESSIONAL EXPERIENCE

Senior Content Designer | Our Future Health

Jan 2026 – Present

- Managed and supported growth of a 2.6m+ visitor operation, delivering a 66k increase.
- Rapidly delivered the current dashboard, MVP concept and future hub, translating discovery insights into practical product recommendations.
- Worked with five product teams to integrate the two new concepts into a future strategy.

Digital Content Creator & Copywriter | Online Retail

Aug 2025 – Dec 2025

- Created social content across Meta Business Suite using Canva and CapCut, supported by strategic content planning.
- Generated 1,000+ Instagram views in the first week with trend-led, optimised content.
- First-month metrics included 2,478+ profile views, 263%+ higher reach, 966.7%+ more link taps and a 566.7% rise in profile activity.

Web Content Creator | MUFG Securities, TEC Leadership Team

May 2025 – Jul 2025

- Refreshed leadership profiles following a restructure, clarifying the team's remit, expertise and opportunities for collaboration.
- Designed and implemented a new intranet layout to improve UX and accessibility for colleagues and raise the team's profile.
- Streamlined the document library and promoted CSR activity and cross-department upskilling.

Content Designer (FTC) | London Borough of Hounslow

Jan 2025 – May 2025

- Supported a fast-paced web content refresh, social media coverage, daily updates and multiple departmental inboxes.
- Introduced self-service event updates for more than 500 community organisations, streamlining publishing and freeing capacity for the content team.
- Worked with cross-functional teams to improve user experience and messaging.

Senior Content Designer, Digital Experience | Lloyds Banking Group

Jan 2018 – Dec 2024

- Created Homes, Borrow, Insure and Save & Invest app spaces across four retail banking brands; revised app content reached 20,000 customers across six billion log-ons.
- Edited the Retail Fraud Hub and Prevent Fraud app; contributed to the Private Client portal, Cards, Loyalty and Servicing initiatives.
- Edited DCX Culture, Storytelling team video scripts and annual reports.

EARLIER EXPERIENCE

Editor / Content Producer | Mail Online, eBay, Bupa, City & Guilds, Merton Council Apr 2015 – Jan 2018

- Mail Online: approved content for Home, Showbiz and Columnists pages.
- eBay: supported an overhaul of content strategy and the Seller Centre as Content Producer.
- Bupa: wrote ten travel guides for a redesigned website, rewriting previously commissioned copy.
- City & Guilds: contributed to a six-month website refresh, working to a tight pre-launch schedule.
- Merton Council: rewrote copy for a new Customer Contact programme website.

Assistant Vice President, Copywriting | Barclays Sep 2014 – Mar 2015

- Delivered high-profile copywriting projects in collaboration with project managers, business analysts and stakeholders.
- Produced the monthly Digital Banking Newsletter for an audience of 2.5m customers, achieving a 15% increase in open rate in collaboration with the analytics team and Head of Editorial.
- Contributed to best-practice initiatives including Barclays LifeSkills, which achieved a 50% increase in click-through rates; helped reformat the Barclays International Trade Hub.

Copywriter | Lloyds Digital Transformation Programme Sep 2012 – Aug 2014

- Coordinated content for multi-million-pound initiatives supporting a programme to win five million new Lloyds TSB customers.
- Managed stakeholder reviews and sign-offs for key website changes across Lloyds, TSB, Bank of Scotland and Halifax.
- Produced regular Digital Banking Newsletter content and helped transform digital UX by aligning stakeholder needs with programme objectives.

ADDITIONAL SECTOR EXPERIENCE

Banking: Lloyds Banking Group, Barclays and MUFG Securities — app and web content, digital transformation, customer journeys, newsletters, intranet and internal communications.
Government & public sector: Hounslow Council, Merton Council, Surrey County Council and UK Trade & Investment (UKTI) — multi-channel campaigns, website and intranet refreshes, case studies, video profiles and business features.

ADDITIONAL STRENGTHS

Editorial judgement and quality control • Visual storytelling and art direction • SEO and audience engagement • Cross-functional collaboration • Stakeholder communication • Clear, accessible communication of complex subjects

References and further examples of work available on request. Selected work and portfolio: penelopeparkin.com.