

PENELOPE PARKIN

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PERSONAL HISTORY:

- Successful Barclays, Lloyds and UK Trade & Investment copywriter seeking digital 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:	Photoshop, Illustrator, InDesign, Advanced Word, Excel
Journalism:	6 month NCTJ fast-track course
Law: 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*) Copywriting to tight deadlines to 100, 200, 400 and 800 word limits.
- **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.
- **Technical Simplification:** (*Shere Marketing, UKTI, Lloyds, Barclays*) Simplification of technical projects to appeal to a wide general audience.
- **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 Specialist.*

CAREER DETAILS:

Copywriter: City & Guilds, ILM, BUPA, Merton Council and CHAS: April 2015 - Present

- CHAS: All new website copy for the Contractors Health and Safety Assessment Scheme.
- Merton Council: Edited and re-wrote website copy as part of in-house copywriting team.
- BUPA: Travel Guides x 10 for re-formatted website, re-wrote previously contracted copy.
- City & Guilds & ILM: International and qualifications copy to turn around a six-month website refresh initiative approaching its January 2016 launch date.
- Devised online features as part of a confidential initiative for another education provider.

Assistant Vice President Copywriting role, Barclays: September 2014 - March 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: September 2012 - August 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.
- Features and benefits analysis to promote key account features and improve UX.

Copywriter & 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.
- Nominated for Purcell Award for Written Communication.

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 - July 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.
- Press releases for national and international trade events: China, Brazil and India.
- Increased UKTI's web presence, promoting web links, partner press and digital content.

Team Assistant & Copywriter: PHM, Surrey Life, Eventwise: March 2006 - Nov 2007

- **PHM:** Freelance copy for high profile property clients including Barratts and St George.
- **Surrey Life:** Consumer magazine features promoting UK hotels to tight deadlines.
- **Eventwise:** Created business proposals to win high profile corporate clients. Writer and editor of monthly e-newsletter and company website to attract new business. Corporate video production and company re-branding for Toyota pitch.

Director's Editorial & PR Assistant: The Bramah Museum, London: June 2004 - Feb 2006

Online Journalist: 24 Hour Museum, Culture 24: July 2002 - May 2004

Editorial Assistant: Homes & Gardens, Ideal Home, You, She: January 2001 - 2002

Editorial Team Assistant, Legalease Limited: Sept - Dec 2000

Editorial Assistant, Guardian & Observer Newspapers (GNL) Ltd: Nov 1999 - Sept 2000

Senior Business Support Roles: Reed Employment: June 95 - 96, June 1997 - Nov 1999

INTERESTS:

Photoshop: Keen interest in DTP image software. Photos published in national magazines.

Design: 1 year certificate in Interior Design, Chelsea College of Art & Design - Merit.

Freelance Press Trips: Sponsored trips to 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.