

# PENELOPE PARKIN

Contact details: Mobile: (07801) 191 768 | Email: Penelope\_Parkin@yahoo.co.uk  
Portfolio: <https://penelopeparkin.journoportfolio.com> | Linked In: [www.linkedin.com/in/penelopeparkin](http://www.linkedin.com/in/penelopeparkin)

---

## PERSONAL HISTORY:

- Successful copywriter with experience from organisations such as Lloyds and UKTI.
- Strong track record designing visually engaging content and UX across digital platforms.
- Skilled at shaping concepts and ideas to connect and inspire, leveraging data analytics.
- Expert at creating multi-channel digital campaigns - editorial, social, advertising, and PR - producing content that elevates brand presence and engages audiences.
- Known for fast, polished delivery and SEO-optimized content creativity with impact.

## RELEVANT SKILLS AND QUALIFICATIONS:

<b>Project Management:</b>	EDI Level 3 certificate
<b>Content Management:</b>	Barclays, Lloyds, UKTI: Website and newsletters
<b>Graphic Design and IT:</b>	Figma, Figjam, Miro, JIRA, Dovetail, Illustrator, AI.
<b>NCTJ fast-track course:</b>	6 month newspaper qualification course
<b>LPC, College of Law:</b>	Company, Commercial and Media Law
<b>Law Degree, University of Exeter:</b>	LLB Honours, Law (2:1)
<b>A Levels, Tornead School:</b>	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.
- **Content Management:** (Lloyds, Halifax, Bank of Scotland, TSB) Streamlined phrasing across initiatives for four different banks, creating playbooks and digital newsletters.
- **Content Generation:** (UKTI, Media.co.uk, Content 24, national press) Created 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, Lloyds stakeholder management.
- **Editorial Experience:** 15+ years with national magazines, newspapers and websites.

## CAREER DETAILS:

### Senior Content Designer – Our Future Health: Jan 2026 – present

- Managed and supported growth of 2.6M+ visitor operation, delivering a 66k increase.
- Delivered a redesigned current participant dashboard, MVP concept and future hub.
- Translated insights into content and product recommendations, following discovery interviews across five internal squads to identify user and related business needs.
- Employed Dovetail, Miro, Slack and Figma throughout the research and design process.
- Worked in a multidisciplinary team with designers, engineers and content specialists.

### Digital Content Creator and Copywriter – Online Retail: Aug 2025 – Dec 2026

- Created cohesive and impactful branding, crafting engaging social media content across Instagram, TikTok, and Facebook, using Canva, CapCut and Meta Business Suite.
- Applied strategic content planning to drive growth and strengthen online presence.
- Achieved 1,000+ views in first week on Instagram with trend-driven, optimized content.
- Increased performance metrics within one month, including 2,478+ profile views, 263% higher reach, 966.7% more link taps, and a 566.7% rise in profile activity.

### **Web Content Creator: TEC Leadership Team, MUFG Securities: May 2025 – July 2025**

- Delivered an intensive content refresh commissioned by the Head of TEC Innovation to transform the TEC team's intranet site, using Kizuna, the in-house software platform.
- Designed and implemented a new intranet layout aligned with the TEC team's restructure, improving UX and accessibility for internal colleagues.
- Clarified and reorganized content to communicate the TEC team's functions, responsibilities, training resources and CSR initiatives effectively.
- Adapted and edited content for publication, creating TEC team news articles and updates in collaboration with colleagues across the department.

### **Content Designer (Fixed term) London Borough of Hounslow Web Team: Jan – May 2025**

- Fast-paced role delivering daily updates for council websites, event pages and social media sites (X and Facebook), providing holiday cover for my immediate line manager.
- Led a content refresh strategy for multiple inboxes, improving responsiveness and clarity.
- Worked closely with cross-functional teams to enhance user experience and messaging.
- Promoted self-service event updates for over 500 community organizations, streamlining the publishing process.

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

- Created 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 x10 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.

### **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.