

# Ruby Conway

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## WORK EXPERIENCE

### **Marketing & Editorial Assistant | Agile Ideas and nb. Magazine, Bradford on Avon | June 2022-present**

#### *Editorial*

- Developed tone of voice and editorial guidelines for prize brands, such as the Wainwright Prize, writing blogs, social copy, brochures and newsletters, across different platforms.
- Conducted interviews with prominent authors such as Monica Ali and Nguyễn Phan Quế Mai, as well as transcribing and editing dozens of interviews.
- Handled sections of nb. magazine independently, editing and collating the work of freelance writers as well as writing book reviews, in-depth essays and features.
- Contributed to the overall theme and ideation of each issue of the magazine, as well as editing and proofreading the entirety of the magazine alongside the editor.

#### *Marketing & PR*

- Co-developed branding and marketing campaigns with the digital manager across literary prizes, spanning all elements from social and email campaigns to photography styling, influencer campaigns, point-of-sale creation for bookshops, brand partnerships, and more.
- Helped develop, write and edit press releases for major literary prizes.
- Developed the branding and promotion of nb. magazine via social campaigns, packaging upgrades, website and email methods, encouraging the introduction of the magazine into UK bookshops and the monetisation of the monthly book group.

#### *Operations & Subscriber Management*

- Managed the subscriptions of a database of book, magazine, bookshop and library subscribers, handling the distribution of all products.

### **Publishing Assistant | Storymix, London | March-June 2022**

- Worked on the Bristol+Bath Creative R+D amplified publishing project via research fellow Jasmine Richards, exploring future models of content creation, discovery and distribution. Played a key role in the research and development of the product 'Storywash', a narrative podcast diversifying the children's audio market.
- Researched, creatively developed and storyboarded decolonial children's stories that centre children of colour.

### **Publishing Agent | Clueless, Bristol | December-June 2022**

- Undertook a broad range of editorial responsibilities including editing, blog writing, transcription and ghostwriting

## ABOUT

An intelligent, creative, compassionate and hard-working editor, writer and marketer seeking next career step in the creative industries.

## KEY SKILLS

- Excellent written communicator and skillful writer
- Creative marketer
- Organised, disciplined and able to multi-task
- Highly effective in deadline and high-pressure environments
- Determined and self-driven

## INTERESTS & ACHIEVEMENTS

- Running for charity and clubs, including having competed for the South-East England cross-country team
- Passionate about literature and film
- Yoga and well-being
- Teaching English as a Foreign Language (TEFL) qualification
- Bronze and Silver Duke of Edinburgh awards
- Full, clean driving licence

**Creative Freelancer | Catsnake, London | October 2021-Feb 2022**

- Working as a story researcher and creative writer across a Greenpeace and RSPB legacies campaign.

**Staff Writer | Lover's Journal - Chitè, Milan | Aug 2021-Jan 2022**

- Pitching, researching and producing original and fluently crafted female-focused articles for Chitè's magazine, developing SEO skills and the ability to adjust tone of voice.

**Editorial Assistant | Beau Monde Traveller and Ski Luxe Magazine | Aug-Nov 2021**

- Producing articles to suit company style and audience, adopting creative prose and executing SEO skills; developing pitching, research and editorial skills.

**Storyboard and Research Intern | Noiser Podcasts, Bristol | Aug-Nov 2021**

- Research skills honed, investigating historical events and presenting storyboard proposals to the producers of this award-winning podcast series.
- Flare for story-telling developed, crafting unique and compelling historical narratives to assist scriptwriters.

**Film Section Editor & Writer | Inter:Mission Magazine, Bristol | 2020-21**

- Produced high-quality, original articles for popular online cultural magazine for students; worked with a team of film journalists and the magazine committee on content ideas.
- Administered, edited, and formatted article submissions and assisted with social media publicity.

**Facilities Officer, Group leader & Volunteer | Nightline, University of Bristol | 2019-21**

- Provided emotional support to students in crisis from the hours of 8pm to 8am, applying active listening skills and empathy and remaining calm and responsive in highly pressurised, emotional situations.
- Supervised less experienced volunteers on-shift, particularly during challenging calls, offering advice, guidance and leadership as needed and supported volunteer coordination and welfare monitoring off-shift.
- As Facilities Officer and Committee member, delivered a vital role in the running of the Charity including contributing to mental health workshops, recruitment and training of volunteers and community outreach.

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## ACADEMIC QUALIFICATIONS

**University of Bristol | BA English | First Class Honours | 2018-21**

Winner of Roy Littlewood Prize for Best Final Year Dissertation 2021

**Godalming College | 2016-18**

A levels: English Literature A, Maths A, History A\*; AS level: Art Textiles A; EPQ: English A\*. Awards for best performance: History winner (2018)

**Weydon School | 2011-16**

GCSE's: 9A\* and 2A; Awarded Best Performance Prizes, Maths (2014), Textiles (2015), Ethics (2016)