

Michelle Card

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Portfolio: <https://michellecard.journoportfolio.com/>

I write and create content for theatre and performing arts, corporate, charity and private clients: features; blogs; newsletters; general marketing, website and event copy; case studies; season brochures; programmes; ghostwriting; survey findings reports; social media and podcasts. I also edit and proofread and have been known to present to camera on occasion.



When not doing any of the above, I can be found: creating in the kitchen and at the cocktail cabinet; growing things and spying on wildlife in the garden; tinkling the ivories; knitting a cardi; glued to the wireless; tending cats and stalking dogs; popping up in crowd scenes on screens great and small.

For over 12 years, I have been writing, editing and proofreading content for web and print. This has included general website copy, features, brochures, newsletters, blogs, social media, case studies and press releases, memoir ghosting, as well as podcasts and on-camera interviews. Clients include theatre/arts & heritage, branding and design, corporate communications, shipping, vintage retail, cosmetics and private individuals. I also write survey findings reports for a charity consultancy and proofread and user-test online learning modules for a leading UK tech skills organisation.

From 2012 to autumn 2017, most of my work was, in more than one capacity, for Wilton's Music Hall. My passion for and involvement with Wilton's dates back to 2008 and my early role was as a volunteer, doing anything from ushering to box office, proofreading their funding applications and editing emails to their growing mailing list. I am extremely proud to have helped to write their successful £1.85m bid to Heritage Lottery Fund in 2012/13 and subsequently to

manage the three-year project in which extensive conservation and repair work ran alongside a programme of schools and community activities and events. Over the last four years, I took an editorial role, raising standards and becoming a gatekeeper for Wilton's written output in print and online. Internal re-structuring and budget reviews in early 2017 led to me stepping back from that role, although I continued to contribute blog features, podcasts and additional material such as season brochure and programme intros until the autumn of that year. My work for Wilton's included:

Marketing & Development 2013 to September 2017

- Content planning, research, writing, editing and proofing for newsletters to friends and patrons. I upgraded Wilton's Friends Newsletter from a recycled season brochure to an interesting and informative publication offering real insight into the people and stories behind the organisation and the productions coming to its stage.
- Collating content, writing, editing and proofing for season brochures and event programmes.
- Writing, editing and proofing email updates to the mailing list of over 31,000.
- Writing, editing and proofing general website copy and promotional copy for specific events.
- Writing blog and social media posts.
- Devising and researching content, recording and editing for podcasts and presenting/interviewing on camera.

HLF Funded Project 2012 to 2017

- Project management and administration, including writing formal monthly and quarterly progress reports and grant claims and compiling the completion report.
- Managing the budget and delivery for the 3-year activity programme.
- Making sure all relevant information was collected for project evaluation and overseeing the writing of evaluation reports.
- Writing a blog to document the progress of the project, including photography.
- As a result of my work on this project, I was approached by Maverick Projects to manage a project to repair Caroline Gardens Chapel in Peckham (although I was unable to take up the offer at the time) and I am now on the Advisory Board for New Unity CIO's project at Newington Green Non-religious Church.

Other work includes:

- Birdsong Charity Consulting: writing findings reports summarising the results of annual hospice and charity staff and volunteer surveys.
- [QA Ltd](#): proofreading and user-testing online learning modules for this tech skills organisation, working on projects for clients such as Nestlé, Tesco, Lexis Nexis and Cyber Security Foundation.
- Ghost writing: a private memoir for the co-founder and former Chairman of a major UK plc. On the strength of my work on this project, I have been invited to join the ghostwriting team at [LifeBook](#).
- MerchantCantos (part of Brunswick Group): case studies and 2017 Christmas message to clients worldwide for this award-winning corporate communications agency.
- Feature writing for The Holborn Magazine, initially online, now a bi-annual in print. See my [online portfolio](#) for published features.
- Design Bridge: website copy and case studies for an award-winning international branding and design agency.
- Galleon International: website copy for an international shipping and removals company.
- Lily Lolo: website copy for an independent British cosmetics company.

Basic skills:

Office package: Word, Excel, PPT
Content Management Systems such as Wordpress & similar
Hootsuite
Audio editing using Audacity & Garage Band
Video editing
Photo editing
Basic InDesign & Photoshop
Dotmailer
Spektrix box office system

Previous employment history:

2001 – 2009 Design Bridge, independent branding and design agency with offices in London, Amsterdam, Singapore & New York
PA to Board and in-house copywriter/editor/proofreader

1998 – 2001
Bookkeeper for my husband's IT & telecommunications company;
Freelance presentation & document production.

1995 – 1998

Information For Marketing (became Harte-Hanks), direct marketing/database consultancy
Directors' Secretary and Office Manager

1992 – 1995

Ernst & Young, chartered accountants
Partners' Secretary

1989 – 1992

Freelance temporary secretary for variety of clients including education & training agencies, management consultancies, magazine distributors and stockbrokers.

1988 – 1989

Applied Leisure Marketing, market research consultancy
Office Manager

1986 – 1989

AGB Communications, contract publisher
Office Manager, also feature writing, editing and proofreading

During this time I was also a volunteer fundraiser for the Hackney Empire

1985 – 1986

Newsclip, Press monitoring agency
Press analyst

1982 – 1985

The Silver Tree, Lancaster, independent jewellery retailer
Branch Manager

1979 - 1982

Presenter of music, news and reviews on University Radio Bailrigg - one of the country's foremost student radio stations.

1977 – 1979 (during school holidays)

Junior Reporter, Bradford Telegraph & Argus

Education & Qualifications:

Leeds Girls' High School and Lancaster University
8 O Levels; 4 A Levels; 1 S Level
BA Hons English & Linguistics

References: available on request.