

GEORGINA WILSON-POWELL / EDITORIAL DIRECTOR

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SUMMARY

Experienced B2C and B2B content strategist and leader, with a strong belief that audiences deserve content that inspires and informs, which then builds commercial success. My career has centred on launching and growing multi-channel content solutions that both engage, across online, email, social and print, and deliver key reach and revenue goals. I have overseen large scale UX/UI projects, multi-day online and offline events.

KEY SKILLS

- ✔ 20 + years experience editor / journalist
- ✔ Leading quality driven editorial teams
- ✔ Brand building through clever content
- ✔ Multi-channel storytelling
- ✔ Event moderation / content programming
- ✔ Trend spotting & analysis
- ✔ Growing engaged audiences
- ✔ Commercial ideation for clients / projects

EXPERIENCE

Founder / Editorial Director | pebble. Aug 2017-Aug 2022

- Solo founder of a sustainable living, digital media business (pebblemag.com) which saw 1 million visitors a year, without external investment.
- Delivered profitable in person and digital events under 'pebblefest' brand, reaching over 2 million people in 2019.
- Set editorial and commercial strategies that delivered financial and audience growth across multiple channels via sponsored content, partnerships and email marketing.
- Oversaw remote department teams and company culture, brought on non executive directors and mentors and managed P/L.
- Created a standalone sustainable community on Mighty Networks (still active) based on my insights, enthusiasm for sustainable living and unique contacts book.

Consultant | Freelance. Sept 2022 - now

- Sustainable trend analysis and consultancy for a range of clients include Persuasion PR (Samsung, Sherbert, Cheil), Zapsa's renewable energy community, PRM Global
- Digital media strategy for print publishing clients
- Programme director, The Sustainability Show

Senior Editor | Result. 2014-2015

- Responsible for Morrisons' lifestyle and food content across a bi-monthly print title (circulation of 1.75 million; the UK's third largest magazine) and an award-winning magazine app (DMA Customer Magazine of the Year 2012 and 2013).

Associate Publisher | CPI Dubai. 2012-2014

- Responsible for the company's flagship title, BBC Good Food Middle East and won franchise to launch Lonely Planet Traveller in the UAE.
- Created a new annual consumer travel event to support Lonely Planet Traveller Middle East, which received high levels of print, radio and TV coverage.
- Developed a highly lucrative, bespoke publishing stream for local celebrity chefs of luxury coffee-table style cookery books.
- Set editorial strategy, delivered and exceeded annual team KPIs, worked with the Commercial Director to manage the P/L and identified new markets and opportunities in the UAE and beyond.

Group Editor | CPI Dubai. 2011-2012

- Developed a new range of print / digital B2B titles (The Pro Chef, Hospitality Business Middle East) and won contract publishing projects.
- Set and managed the editorial strategy, recruited staff and liaised with the CEO to develop the group from a single title. It drew especially on my experience of launching new magazines, to be able to plan and execute a successful start up.
- Oversaw all sections of the supply process, including circulation, distribution, production and marketing, acted as a brand ambassador for CPI Media at industry events and developed successful relationships with top tier clients.
- Along with the Sales Director, I was responsible for driving P/L budgets with regular monitoring, forecasting and presenting to the board.
- Quickly promoted to CPI's Director Board and made Associate Publisher.

For older editor roles please see my [LinkedIn profile](#).

OTHER INTERESTS

Author | 365 Ways To Save The Planet out March 2023

- Published books with DK Books and Harper Collins in 2020 & 2021
- Is It Really Green? Everyday Eco Dilemmas Answered / The Eco Conscious Travel Guide

Mermaids of Margate | Founded sea swimming group 2020 - now

- Run swimming and social group and encourage new swimmers to try sea swimming

Ripples | Run online sustainable community group 2021 - now

- Responsible for 2.5K members of online community on Mighty Networks

EDUCATION

- BA Hons (2.1) English Literature / American Studies
- A Levels (A, A, B)
- 10 GCSEs A*-C