

Rachael Simpson-Jones

Magazine Editor and Communications Specialist

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PERSONAL SUMMARY

I am a personable, adaptable and imaginative individual with a decade of experience in communications, writing and publishing gained in my career as a successful B2B magazine editor.

I am highly computer literate, able to work comfortably on Macs and PCs alike, and at ease with WordPress and other Content Management Systems, Microsoft Office, Adobe Photoshop and InDesign, and social media platforms. I am also a proficient and engaging public speaker, having conducted multiple radio and TV interviews, given talks at schools and universities, and spent many hours engaging with the public during my previous career as a riding instructor and horse trainer.

My hobbies include reading and writing, vegan cookery, weightlifting and running, crochet, and spending time in the Buckinghamshire countryside with my husband and three rescue dogs. Once or twice a year, I also take part in archaeological digs across the country as a volunteer with the National Trust and Ethos Heritage CIC.

EDUCATION

University of Roehampton:

BSc. (Honours) **2.2** in
Zoology

Hartpury Agricultural College:

*Edexcel Level 3 BTEC HND in
Equine Management*

Clevedon Community School:

Media studies - A

English literature - A

Food technology - A

Double science - B

Sociology - B

Plus Theatre, German,

Mathematics and French.

KEY SKILLS

- B2B comms
- Copywriting
- Editing
- Media

EXPERIENCE

March 2017 - Present

Editor • Toy World Magazine & Licensing.biz (Alakat Publishing)

Since joining Toy World in 2017, the publication has cemented its position as the UK's leading trade magazine for the £2b Toys & Games industry. The company acquired and absorbed a smaller rival, Toy News, in 2022 and has since grown its market share to over 80%.

Over the past nearly eight years, I have carefully honed Toy World's tone of voice and elevated the standard of its content to provide those within the toy industry with an unparalleled source of news, opinions and product information across both the monthly print magazine and online daily newsletter. During that time, I have collaborated with some of the UK's largest and most influential toy manufacturers, helping them expand the reach of their business communications and providing retailers with the insight they require to drive footfall and maximise their sales.

Journalists from news outlets including The Guardian, the BBC, ITV and the Independent, meanwhile, rely upon my expertise when crafting gift guides or writing features on the Toys & Games industry.

CAREER HIGHLIGHTS

- *July 2019, appeared on [Andrew Heslehurst's Talking Business show](#) to discuss the comeback of Tamagotchi*
- *December 2020, was one of the experts featured in Channel 5's 'Toys That Made Christmas Great'*
- *June 2023, was featured in two BBC Breakfast Barbie movie segments*
- *December 2022, was the leading 'talking head' on Channel 5's Inside ['Hamleys at Christmas'](#)*
- *Numerous radio appearances and contributions to internationally published articles on the toy industry*

PREVIOUS EXPERIENCE

December 2013 – March 2017

Editor • Environmental Technology Publications

I oversaw the content, layout, advertising and special features of three internationally distributed B2B publications: International Environmental Technology, Asian Environmental Technology and Petro Industry News (plus their associated websites), as well as the Pollution Solutions website. My day-to-day role entailed liaising with global clients regarding editorial and advertising copy, assisting the production team with the layout and design of articles and adverts, and contacting authors to arrange for the publication of technical articles on a range of subjects.

I also wrote press releases for clients, performed editing and proof-reading services, and travelled to international exhibitions and conferences to provide support on our stands, meet with clients and network within the industry.

Other employment

Before moving into publishing, I spent a decade working in the equestrian industry across racing yards, retraining centres, studs, riding schools, stunt riding/film work, and livery yards. More information can be provided upon request.

REFERENCES

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