

# Rachael Simpson-Jones

Magazine Editor

12 Willow Way, Wing,  
Buckinghamshire  
LU7 0TJ

07852 906364

r.simpsonjones@gmail.com

## PERSONAL SUMMARY

I am a personable, driven and imaginative individual with eight years' experience in communications, writing and publishing gained via my role as a B2B magazine editor.

I am highly computer literate, able to work comfortably on Macs and PCs alike, and I am very much at ease with WordPress and other content management systems, the Microsoft Office suite (Excel, Word, Outlook, and PowerPoint), 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 on animal husbandry and handling at local schools and universities, and spent many hours engaging with the public throughout my former career as a riding instructor and horse trainer.

My hobbies include reading, writing, cooking, crochet, kickboxing, and spending time exploring the Buckinghamshire countryside with my husband and two dogs.

## 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
- Copywriting
- Editing
- Media

## EXPERIENCE

**March 2017 - Present**  
**Editor • Toy World Magazine**

Toy World is the UK's largest and most highly respected B2B trade magazine, focused solely upon the £2b toys and games industry.

On the print side, my day-to-day role involves composing product editorials, liaising with clients on marketing campaigns, producing native content in the form of analytical category articles, conducting interviews, and writing profile pieces relevant to the UK toy trade for our monthly 100+ page issues. I work closely with the publisher and assistant editor on features and editorial opportunities to ensure that we produce a high volume of quality content, and assist the marketing, design and sales departments when required, working as part of a small yet cohesive team.

Online, I oversee the research, writing and uploading of the most up-to-date industry news to the Toy World website ([www.toyworldmag.co.uk](http://www.toyworldmag.co.uk)) and manage the company's social media channels (LinkedIn, Twitter and Facebook). Each morning from Monday through Friday, we create and publish a 'Newsflash' using Mailchimp, with Adobe Photoshop and InDesign leveraged to create assets and artwork. I also liaise with third-party partners on events such as webinars and product launches, and undertake all general maintenance of our WordPress site as well as the monitoring of analytics using Google Analytics, Search Console and Publisher Center.

## PREVIOUS EXPERIENCE

---

---

***December 2013 – March 2017***

**Editor • Environmental Technology Publications**

At IET, 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. A lot of the preliminary work on these magazines was carried out using a Content Management System (CMS), to which I uploaded data and information, managed the publication of news, and utilised analytics to plan features and articles that appealed to our audiences.

I also wrote press releases for clients, performed editing and proof-reading services, and traveled 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, studs, riding schools, stunt riding/film work equestrian teams, and livery yards.

---

## REFERENCES

---

*Current employer:*

Mr John Baulch  
Alakat Publishing  
61 Maxted Road  
Hemel Hempstead  
Hertfordshire  
HP2 7DZ  
Tel: 07932 651207  
Email: [john@toyworldmag.co.uk](mailto:john@toyworldmag.co.uk)

Mr Marcus Pattison  
Managing Director  
Environmental Technology Publications  
Oak Court, Porters Wood, St Albans  
Hertfordshire  
AL3 6PH  
Tel: 01727 858840  
Email: [marcus@envirotechpubs.com](mailto:marcus@envirotechpubs.com)

---