



☎ XXX XXX XXX

✉ kXXXXX@gmail.com

💻 kirstytuxford.journoportfolio.com

📍 Spain / UK

Education

MSc Tourism Management & Marketing

Bournemouth University 1998

BSc Psychology, Media, Sociology

Derby University 1995 - 1997

Expertise

Project management

Branding, copywriting

Writing, editing, proofreading

Digital marketing, SEO

Languages

English - native

Spanish - conversational

KIRSTY TUXFORD

Digital marketing / copywriting / content writing / editing / proofreading

👤 Profile

I offer over 10 years of experience as a content writer, editor, project manager and proofreader at eight publishing companies in four countries. I write SEO-optimised copy, short- and long-form content, blogs and all types of lead-generating content. I also write white papers, features, news, case studies, business and academic articles. I have demonstrable experience in creating websites using WordPress and Elementor. I'm trained in digital marketing and have run online awareness-raising campaigns. I'm proficient in Canva, an expert in research and highly skilled at writing on-brand copy. My attention to detail is proven by clients like The World Bank, for whom I've provided proofreading services. I excel at managing multiple publications and collaborating with diverse teams to meet deadlines.

📁 Work Experience

2019

-

2023

Corporate Engagement Manager (Nonprofit)

[Lever Foundation](#), USA

- Corporate-level negotiations with food companies
- Achieved goal of changing global sustainability policy at numerous companies
- Compiled marketing material. Digital marketing campaigns

2010

-

2020

Feature & News Writer (Freelance)

[PFD Media](#), UK

- Analytical feature and news writing
- Idea creation for print and web versions of *Cities Today* and *Development Finance* magazines

2015

-

2018

&

2024

Business Writer (Freelance)

[Haymarket Media](#) & [CIPD](#), UK/Middle East

- Writing business content for *People Management* magazine
- Creating brand awareness in the UAE for the CIPD

2013

-

2015

Editor & Project Manager

[Explorer Publishing](#), UAE

- Project managing the publication of multiple guidebooks
- Researching, writing, editing, InDesign corrections, SEO
- Liaising with sales teams
- Raising Explorer brand profile with networking/events

2012

-

2013

Journalist / Editor

[afa-press.com](#), Spain & [the-report.com](#), Malta

- Economic and analytical country reports for publication in *The Times*, *The Independent*, *The Guardian*, *Bloomberg Businessweek* and *El País*
- Secured high-level interviews. In-depth knowledge of country economics and leading business sectors

KIRSTY TUXFORD

Digital marketing / copywriting / content writing / editing / proofreading



 [linkedin.com/in/kirsty-tuxford](https://www.linkedin.com/in/kirsty-tuxford)

 [instagram.com/kirstytuxford](https://www.instagram.com/kirstytuxford)

Courses

Digital Marketing

TQUK Level 2 Digital Marketing

Authority Hacker

authorityhacker.com

2023 - present

Keyword research, SEO, website creation, Wordpress, AI, Elementor and more.

Project in progress:

[InsiderHiking.com](https://insiderhiking.com)

Social Media Marketing

HubSpot *course* - in progress 2024

Intro to PR

[Pracacademy](https://pracacademy.com)

In progress - 2024

RYA Yachmaster Offshore

UAE, Spain, UK 2015 - 2016

Sailing qualification that taught how to manage teams/crew under pressure

Qualities

Highly organised

Reliable

Detail oriented

Excellent people skills

Work Experience continued

2011

-

2012

Journalist & Editor

Trident Communications, UAE

- Exclusive content for Emirates Group in collaboration with their internal comms team
- News writing, editing, interviewing, proofing and InDesign corrections for award-winning employee magazine, *Safar*

2008

-

2010

Writer & Editor

Pressgroup Holdings, Spain

- Recruited to help launch *Urban World* magazine for UN-Habitat
- Specialised knowledge of sustainable development
- Content for World Bank, UNESCO and Inter-American Development Bank

2002

-

2010

Journalist, Editor, Reporter, Radio News

Writer (Freelance)

Numerous English publications in Spain

Writing and editing newspapers, lifestyle magazines and educational material:

- *CB Friday* newspaper (Section Editor)
- *Costa Blanca News*
- *Euro Weekly*
- *Viva Magazine* (Editor)
- *InMadrid* magazine (Editor)
- *The Xpat* magazine
- *English Today* magazine (Prisma Publicaciones, Barcelona). Content creator (Spanish and English), InDesign layout
- Scripted news bulletins for numerous radio stations

References

Richard Forster

PFD Media / MD
London, UK

xxxx@pfdmedia.com

Robert Jeffery

Haymarket / Editor-In-Chief
London, UK

xxxxx@haymarket.com

--- Ends ---