

Experienced content creator and copywriter with...

- Nine years' experience researching, writing and deploying smart, effective content
- Strong digital focus, creating exclusive branded content for well-known organisations
- Significant experience in UX and user journeys for websites and mobile apps
- Knack for condensing and explaining new and complex ideas
- Imagination and enthusiasm to conceptualise approaches from scratch.

WHAT I DO NOW

Copywriter & Content Creator with Uptaste (contract, part-time) *(September 2017)*

Creative copywriter and content advisor for this new start-up app that provides a curated on-the-spot guide to food experiences in London and beyond.

Populating the app with London's best eating places and food experiences; I write hundreds of short descriptions of these aimed at hungry locals and visitors alike, followed by longer, more detailed information.

As part of this small but expanding start-up team I cooperate closely with colleagues to develop an exceptional user experience that makes their journey through the app as simple and fun as possible. With responsibility for creating all new content I'm developing a suitable tone of voice and advising on UX aspects.

WHAT I'VE DONE

Content Designer with [Medway Council](#) (contract) *(April 2017 to September 2017)*

Writer and UX designer with this local authority. Part of a team tasked with completely redesigning and rewriting the website.

Worked with site analytics to understand user top tasks; engaged with users to understand their needs and frustrations related to tasks, and with content owners to understand processes and priorities; collaborated with UX and design teams to streamline user journeys, creating content according to GOV.uk guidelines and uploading this to a custom Umbraco web build.

Copywriter with [Schibsted Media Group](#) (contract) *(April 2016 to January 2017)*

In-house copywriter for this international media and technology group with a digital portfolio encompassing over 200 million users worldwide.

Collaborated on developing user journeys, UX and UI for new apps, websites and products, conceptualising tone of voice and copy; I regularly visited Norway, Sweden, Poland and Barcelona for UX design sprints.

Ghost-wrote articles for top-level management for inclusion in Schibsted's annual *Future Report* publication (the CTO referred to my contribution as "a life-saver")

Developed marketing and help copy for Schibsted brands across Europe, including France's top classifieds site, [Leboncoin](#)

Wrote and edited posts for the new *Schibsted Bytes* blog; wrote daily news articles for both internal and external comms, checking facts, formatting images, sourcing quotes and uploading finished stories.

Wrote and researched articles and newsletters for [Azeem Azhar](#), whom LinkedIn named their #6 Influencer of 2016.

Stuart Carter

Technical Writer and Editor with [eviivo](#) *(Sept 2014 to April 2016)*

In-house content development for the UK's leading hotel management software provider. I researched, planned and executed a new online knowledge base, transforming dense internal technical documentation into plain, easy to understand English.

Copywriter with [Fotolia](#) (contract) *(Sept 2013 to July 2014)*

In-house copywriter at Europe's #1 stock photo library. Working from home, I was part of a small international team creating marketing materials for print and digital projects across the US, UK and Europe. Fotolia has since been acquired by Adobe.

Content Editor with [Expedia](#) (contract) *(Sept 2012 to Nov 2013)*

Part of a global editorial team with this market-leading online travel company, checking and maintaining web content for 150,000 Expedia properties worldwide.

Copywriter with [Hult International Business School](#) (contract) *(Feb to Sept 2012)*

In-house copywriter, creating original marketing content to attract new students to study at one of the world's top-ranked business schools.

Web Editor/Copywriter with [Elan IT/Experis](#) *(Oct 2010 to Feb 2012)*

In-house writer and website editor. In just three months I researched, planned and wrote a complete new website for the UK's top IT recruiter. Elan IT has since been acquired by Manpower.

Web Search Editor with [Yahoo!](#) *(March 2008 to July 2010)*

Content production, building taxonomies, testing designs, classifying online content and analysing user behaviour to improve online user experience and search performance.

English Subtitle Editor with the [European Captioning Institute](#) *(May 1999 to Feb 2008)*

Producing accurate, readable TV and film subtitles for deaf, hard-of-hearing or overseas viewers; preparing files for translation and switching between UK and US English. I created subtitles for hundreds of famous films and award-winning TV shows.

ACHIEVEMENTS

Nine years volunteering for the charity [Bliss](#), counselling parents, families and friends of premature and poorly babies. Won an award in 2015 for "going above and beyond".

In 2005 I read every UK science fiction novel released that year (all 65) after being invited onto the judging panel for the [Clarke Award](#), this country's most respected award for science fiction literature; myself and other panel members met to choose the best novel published that year.

Stood as a Green Party candidate in the 2010 and 2014 local elections, tripling my share of the vote in 2014 to come a very respectable third.

Organised club nights across London and the south-east, managing and promoting events as part of a collective known as [Poodle Chaos](#) that regularly topped *Time Out's* club listings.

Worked at a Saturday School in Peckham teaching Maths and English to 9 and 10-year-olds.

I'm a trained and certified First Aider.

100% positive eBay rating of over 2,400.

Stuart Carter

OTHER WRITING

Purely for fun I've written many hundreds of book/DVD/film reviews, interviews and articles for websites and magazines, e.g., the popular [Sci-Fi London Film Festival](#), infinityplus.co.uk and the British Science Fiction Association's critical magazine VECTOR.

They can be found [here](#).

As a personal project, I wrote a well-received blog from 2005 to 2016, documenting life as a Londoner, father and chicken-keeper, most recently at stupc.wordpress.com. It's currently on hiatus, but may well return...

I've had a number of stories published in small press magazines.

I moonlight as a CV consultant, optimising CVs on a "pay what you think it's worth" basis, as well as regular freelance work for small business websites.

WHAT I KNOW

MA in Literary Criticism from the University of Greenwich

(Thesis: *The Uses of Language in Science Fiction*)

BA (Hons) 2:1 in English & Philosophy from the University of Wolverhampton

(Dissertation: *The Role of Romantic Love in Philosophical Thought*)

HOBBIES

Reading, writing, learning new things, music and concerts, computer gaming, exploring the sights and secrets of London and attending educational lectures.

Also, pubs.

REFERENCES & PORTFOLIO

References are, of course, available on request.

My portfolio is available [here](#).