Phil Cogger
Content Designer

Over the last 8 years I have worked as an online and print copywriter, content manager, editor, proofreader, and content designer. In this time I have proven my ability to turn a wide range of complex information into clear content. I have also supervised other content writers to help deliver a number of large-scale content migration projects, while maintaining strategic priorities. I am looking for a role where I can manage and deliver high quality, user-focused content.

Key skills

- Turning complex information into useable content
- Strategic communications planning
- Content migration and management
- Web editing and proofreading
- Applying analytics and behavioural insight to creating content

Work history

May 18 to Present – Ministry of Justice – Content Designer

- Creating content for digital and print services
- Organising and running user needs workshops
- Working to agile principles as part of a multi-disciplinary team
- Communicating with stakeholders to help guide content projects
- Advocating a user-first approach to developing and delivering content

Mar to Apr 18 – Superunion – Content Editor

- Migrating and uploading large amounts of content into Sitecore CMS
- Editing content to improve clarity
- Basic HTML editing

Jan 18 – Ministry of Justice – Content Designer

- Working with the Legal Aid Agency to review and rewrite their correspondence
- Developing new content user journeys and acceptance criteria
- Managing content delivery workflow
- Working with subject matter experts to review content
- Managing the expectations of stakeholders across the organisation

Aug 17 to Jan 18 – HMRC – Content Designer

- Digital copywriting for PAYE business tax account users
- Designing content for online payment journeys
- Helping to plan and develop scenarios for user testing, plus note taking in these sessions
- Working closely with interaction designers to develop user-centred designs
- Producing content based on technical requirements, such as machine-readable text

Aug to Sep 17 – Financial Conduct Authority – Senior Editor

- Editing policy statements and occasional papers
- Digital copywriting for help and guidance pages
- Proofreading
- Turning complex regulatory information into user-focused, accessible content
- Data gathering to help plan a content migration

Sep 15 to Present – Scanderhead Limited – Digital Content Specialist

- Content design
- Writing guidance and training materials
- Content strategy and planning
- Editing
- Digital copywriting
- Web content migration

Feb to Apr 17 – Pearson Education – Development Editor

- Editing detailed schemes of work and delivery guide
- Writing descriptions for external learner resource material

May 15 to Feb 17 – Citizens Advice – Content Designer

- Writing advice content based on user needs
- Backing up content decisions with easy-to-digest Google analytics report
- Playing a major role on a large-scale content migration project, including reviewing information architecture content auditing
- Providing internal CMS training (EPiServer)
- Working closely with user researchers, designers, developers and senior management to deliver user-focused content

Aug to Sep 16 – City & Guilds – Content Manager and Editor

- Editing print content for use online
- Implementing SEO best practice
- Restructuring content for use with digital templates
- Testing accessibility standards

Jan to May 15 – Freelance Digital Copywriter

- Article and review writing
- Blogging
- Editing
- Digital copywriting

Jul 14 to Jan 15 – Graydon UK – Content Specialist

- Writing content for Wiki pages, infographics, email campaigns, presentations and reports
- Planning and delivering multiple direct response marketing campaigns
- Creating content plans and playing a major role in developing the communications strategy
- Interviewing subject matter experts
- Developing, editing and moderating external and internal blogs
- Managing content and graphic design agencies to ensure content is on-brand

Mar to Jul 14 – City & Guilds – Digital Copywriter and Content Manager

- Uploading content using Drupal CMS
- Rewriting content descriptions to make them clear, accurate and consistent
- Proofreading eBooks
- Testing content user experience with mobile devices
- Writing descriptions for online learning support materials
- Creating and compiling content for master metadata sheets
- Writing subtitle captions for plumbing and electrical training content
- Advising on SEO best practices

Education and training

2013 – CELTA, Shane Global Language Centre
2011 to 2012 – MA Creative and Life Writing, Goldsmiths
2003 to 2006 – BA English and American Literature, University of Kent
1998 to 2003 – 3 A-Levels A to C; GNVQ Science; 8 GCSE's, Cornwallis School