

Phil Cogger

Digital Content Specialist

MA Creative and Life Writing, Goldsmiths

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I am a digital content specialist with 10 years experience working on digital products, services and web content projects. In this time I have provided content design, copywriting, editing, content migration and quality assurance proofreading services for government departments, charities and educational organisations. I plan to continue turning complex information into plain, useable English.

Skills and knowledge

- Web content editing, migration and management
- CMS systems: Episerver, Whitehall Publisher, Drupal, Sitecore, WordPress
- Designing content using GOV.UK styles, components and patterns
- Working to the Government Digital Service Standard
- Working to GDS principles as part of Agile, multi-disciplinary UX teams
- User journey mapping
- Copywriting
- Proofreading (including Quality Assurance)
- Basic HTML and Markdown
- Google Analytics

Projects

Current – Updating documentation: Ministry of Justice – Content Designer

Duration: 6 months

Software used: Whitehall Publisher, Jira, Trello, G Suite

- Creating induction guide for new starters
- Updating documentation (technical and non-technical)
- Working to GDS principles and the Digital Service Standard
- Redesigning forms to improve user experience and business processes

Writing and updating guidance: Ministry of Justice – Content Designer

Duration: 6 months

Software used: Whitehall Publisher, Trello, G Suite

- Creating and updating online guidance for the lasting power of attorney service
- Organising and running discovery workshops
- Writing internal guidance on the processes and practices of content design

Rewriting correspondence: Ministry of Justice – Content Designer

Duration: 5 weeks

Software used: Jira, Trello, G Suite

- Rewriting Legal Aid Agency correspondence
- Developing new content user stories and acceptance criteria
- Managing content delivery workflow
- Working with subject matter experts to review and update content

Designing content and mapping user journeys: HMRC – Content Designer

Duration: 6 months

Software used: Jira, Trello, G Suite

- Designing content and user journeys for PAYE business tax pages (flat content, error messaging and online payment journeys)
- Developing scenarios for user testing, plus note taking
- Writing based on technical requirements (machine-readable text)

Migrating web content: Superunion – Content Editor

Duration: 2 weeks

Software used: Sitecore CMS, Gather Content

- Migrating and uploading large amounts of web content into Sitecore CMS
- Basic HTML editing

Editing and designing content: Financial Conduct Authority – Senior Editor

Duration: 1 month

Software used: Gather Content

- Editing policy statements and occasional papers
- Designing content for help and guidance pages
- Proofreading
- Turning complex regulatory information into useable content
- Analytics and site behaviour research for a content migration

Development editing: Pearson Education – Development Editor

Duration: 3 months

Software used: G Suite

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

Designing and maintaining content: Citizens Advice – Content Designer

Duration: 1 year 10 months

Software used: G Suite

- Maintaining and updating content for the public and advice specialists
- Writing advice content based on user needs
- Planning and moving content for a large-scale content migration project
- Providing internal CMS training
- Reviewing information architecture and auditing main site navigation

Content editing and page template building: City & Guilds – Digital Content Editor

Duration: 2 months

Software used: Internal CMS / Learning Management System

- Editing and restructuring learner manual print content for use online
- Implementing SEO best practices
- Restructuring content for online use
- Testing content for use on mobile

Digital copywriting and content strategy: Graydon UK – Content Specialist

Duration: 6 months

Software used: BrightEdge, Hootsuite, internal CMS system

- 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
- Developing, editing and moderating external and internal blog content
- Managing content and graphic design agencies to ensure content is on-brand

Subtitle caption writing and sequencing: City & Guilds – Digital Copywriter and Proofreader

Duration: 9 months

Software used: Aegisub Advanced Subtitle Editor

- Writing subtitle captions for technical plumbing and electrical demonstration training videos
- Proofreading and checking video, text and image content for inconsistencies and errors
- Checking all content for functionality issues