



**SOPHIE MOORCOCK** [Portfolio](#). [LinkedIn](#). [Website](#)

**Content writer, editor, designer and manager**

London WC1H9PB, UK. Email: [sophiemoorcock@gmail.com](mailto:sophiemoorcock@gmail.com). Tel: 44 (0)7715673332

Security clearance: Baseline Personnel Security Standard (BPSS), Enhanced Disclosure and Barring Service (DBS), Disclosure Scotland.

## PROFILE

With over 15 years of experiences in commercial, cultural and public sector organisations, I bring a broad skillset, flexible, can-do attitude and both creative and critical thinking to my content roles. I am a writer, editor, designer and manager focused on style, tone and veracity, and creating content that is accessible to all. I use research, discussion and presentation to influence a decision, approach or strategy. As a team player I appreciate the importance of collaborative working, supporting the wellbeing of colleagues and reports, and the significant benefits of equality and diversity to the workplace, outputs and organisations.

## What a good day at work might look like

- Creating or signing off a piece of engaging and carefully crafted copy, supported by research, that is aligned to the aspirations of a stakeholder and the strategic aims of an organisation.
- A fact-checked edit, approved by a happy stakeholder or subject matter expert.
- A well-designed website page, print page, email communication or presentation that is informed by audience data and underpinned by analytics, and puts its users or audience first.
- Positive evaluation of a new work process I have designed or implemented to make life smoother for stakeholders, my team and the organisation.

## EMPLOYMENT HISTORY

**QP Communications** (UK limited company registered at Companies House September 2014, employing me as a freelancer outside scope of IR35 and other freelancers.)

During the period March 2024 to present

- Meta data consultancy and implementation for Barrow Cadbury to boost search engine optimisation.
- Copywriting for SteadyContent copywriting agency to US Associated Press style guide.
- Professional development in data governance and security, artificial intelligence, management and advanced content design.
- Redesigning QP Communications website to current professional standards. To launch August 2024. Creating and revising content, working with developers on prototypes, design concepts, imagery and branding.

Clients include Institute of Physics, London Metropolitan University, Royal College of General Practitioners, Wellcome, Barrow Cadbury, Playtest Cloud, and Outstanding.

## **Greater London Authority**

**Content Manager** August 2023 to February 2024

- Aligned content production priorities, and systems supporting them, with organisational priorities and campaigns by meeting with marketing teams, setting up and sharing an annual content calendar and communicating the prioritisation rationale to stakeholders and colleagues.
- Established a content design process using a workflow template for the team that incorporated timeframes for audience insight research and analytics, accessibility reviews, copy editing, page prototyping, subject matter expert input, approvals and data governance.
- Created quality control systems for copywriting, visual content and page creation to improve the flow, consistency, quality and timeliness of web page production in a busy team.
- Reviewed, revised and set up processes for best practice in copywriting, editing and design.
- Interrogated projects for development. This included a review of copy and image quality, edits, data governance, timelines, go live deadlines, blockers and risks.
- Designed pages in the Drupal 10 content management system (CMS) to Government Digital Service (GDS) standards, using prototypes, Word documents with copy and edits, and PDFs of CMS pages.
- Initiated prototyping development and processes with reference to user experience (UX).
- Managed a team of four with reference to their interests, strengths, skills, and capacity.
- Liaised with product developers and managers on site functionality and created a list of rolling improvements.

## **Mace**

### **Senior Manager HR Copywriting** June 2022 to June 2023

- Wrote persuasive, informative copy for ServiceNow platform linked to SharePoint, with reference to complex policy and human resources documents, voice of customer and audience data, and strategic aims.
- Created tone of voice and style guides, and content design templates.
- Edited content to Government Digital Services (GDS) style guide and content design principles.
- Implemented work processes for knowledge management, content production and management, with production schedules, reviews and calendars, using SharePoint and Teams.
- Managed new writers, creating best practice video tutorials, and providing training on writing, style and design.
- Used metrics, data and user testing analysis to support content strategy, planning, design, and creation.

### **QP Communications** (My UK registered limited company from September 2014, employing me as a freelancer assessed as outside IR35.)

During the period January 2022 to May 2022

- Copywriting, editing and site migration for Barrow Cadbury's Transition to Adulthood campaign and new website.
- Content design for Institute of Physics.

Previous clients include London Metropolitan University, Royal College of General Practitioners, Wellcome.

## **Wellcome**

### **Content Lead** (internal communications) August 2020 to December 2021 (company hire)

- Wrote and commissioned short and long form content.
- Developed content streams, ideas, channels, platforms and workflow to support new strategic aims.
- Implemented new content ideas, channels and digital strategy in association with senior leadership.
- Directed home page content with reference to strategic aims, content calendar and external channels.
- Developed workflow and Agile task management processes to align content strategy across internal and external digital channels.
- Produced content calendar with key dates for news, events and organisational change consultations.
- Supported content strategy transition during organisational change with new ideas for content.
- Managed junior producers across departments, creating text, audio and video channels for engagement.

## **Royal College of General Practitioners**

### **Digital Content Editor** (professional and public Covid hub) March 2020 to August 2020 (company hire)

- Fact checked content and liaised with content owners, clinicians and stakeholders to raise and resolve queries and publish content at pace for health practitioners and the public.
- Created search engine optimised (SEO) copy to post on Sitecore CMS.
- Ensured accessibility compliance, with reference to the W3C Web Content Accessibility Guidelines.

## **Copify** (freelance, multiple clients)

### **Copywriter** October 2019 to March 2020

- Wrote copy and managed amendments and approvals through a CMS. [Read sample.](#)

## **Institute of Physics**

### **Digital Writer and Editor** August 2018 to October 2019

- Wrote and edited home page stories, about us pages, membership, internal and social copy.
- Used audience data and analytics to underpin migration, page audit decisions and to set priorities.

## **Independent Office for Police Conduct**

### **Communications Advisor (external and internal)** November 2016 to August 2018

- [Wrote and edited copy](#) across print and digital channels to GDS Standards.
- Proposed and rebranded publications to meet new strategic aims following organisational change.
- Managed contributors, designers, translators, photographers, printers, and web developers.
- Managed change communications for internal and external audiences to reflect new regulations.

## **TESTIMONIALS**

"Receptive, professional and quick to respond to any questions we had." Diana Ruthven, Barrow Cadbury.

"Astute, accurate and very personable." Jack Garfinkel, Content London.

"Speedy delivery of polished text." Joe Galliano, Outstanding.