



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

Writer, editor, designer and manager of external and internal websites and communications

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UK taxpayer and right to work. UK company registration. French visa. Security certifications: BPSS, DBS, Disclosure Scotland.

PROFILE

I have a broad external and internal content and communications skill set, versatile, can-do attitude, and creative, critical and strategic thinking. I use well-argued ideas, data evidence and good governance, as well as digital and personal presentation and persuasion to influence an approach, strategy or work process. I appreciate the importance of collaborative working, and supporting the wellbeing of reports, and the benefits of equality and diversity to the workplace and its clients and service users. I work inside and outside IR35.

What a good day at work might look like

- Creating or signing off a piece of engaging and carefully crafted copy or visual content, supported by research, aligned to the aspirations of a stakeholder and 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, social media post, email communication or presentation that is informed by audience data and underpinned by analytics and governance, and puts its users 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 in WordPress to boost search engine optimisation (SEO) of [Barrow Cadbury](#) site, with reference to keyword search, digital review, and social media channels.
- Professional development in data governance, ethics and security, artificial intelligence, management, advanced content design and French (A2 to B1)
- Redesigning [QP Communications website](#) to current professional standards. Creating and revising content, working with developers on prototypes, concepts, 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 (external and internal communications) August 2023 to February 2024

- Aligned content production priorities, and systems supporting them, with organisational priorities and campaigns by setting up and sharing an annual content calendar and communicating the prioritisation rationale to marketing, mayoral and social media teams, stakeholders and colleagues.
- Reviewed content creation processes, and proposed and consulted on changes, and implemented new ways of copywriting, editing, design, visual media management and scheduling, in collaboration with social media, marketing, image library and governance teams, to support a new digital team.
- Advised on changes and implemented a content design process, using a workflow template for the team that incorporated timings for audience research and analytics, accessibility reviews, copy editing, image management, prototyping, subject matter expert input, approvals, and governance.
- Created quality control systems for copywriting, visual content, and page design.
- Supported decision-making with GA4 Google Analytics, and user experience and journey teams.
- 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.
- Interrogated projects for development, including review of copy and image quality, edits, data governance, timelines, go live deadlines, blockers, and risks.
- 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.

Mace

Senior Manager Human Resources Copywriting June 2022 to June 2023 (Outside IR35)

- Wrote persuasive, informative copy for international colleagues with reference to complex policy and human resources documents, audience data, and strategic aims, and posted to a human resources ServiceNow platform linked to SharePoint.

- 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 in SharePoint and Teams for knowledge management, content production and management, schedules, workflow, peer (sometimes called 2i) and subject expert reviews, sign off and content calendars.
- Managed writers, creating best practice videos, and providing training on writing, style, and design.
- Used metrics, data, and user testing analysis to support content strategy, planning, and design.

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. Designing pages in Drupal and editing pictures with Canva.
- Previous clients include London Metropolitan University, Royal College of General Practitioners, Wellcome.

Wellcome

Content Lead (internal communications) August 2020 to December 2021

- Created and commissioned short and long form written and visual content.
- Wrote all staff emails, Teams posts, intranet articles, e-newsletters, and senior executive messaging.
- Developed content streams, ideas, channels, platforms, and workflow to support new strategic aims.
- Implemented new written and visual content ideas, channels, and digital strategy in association with senior leadership to boost engagement with staff communities during a period of change.
- Curated home page content, referring 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, 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 and posted to 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

- Created communications and content for international audience and membership.
- 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.