

Maisie Edmond

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PERSONAL PROFILE

A strategic and creative communications professional with proven experience across digital, media relations, and stakeholder engagement in government. I specialise in creating impactful, multi-platform content and translating complex policy into compelling, public-facing narratives. My career spans press office work, digital strategy, content production, and stakeholder collaboration, giving me a unique cross-discipline skillset that strengthens both digital campaigns and public affairs activity.

SKILLS

- **Communication:** Skilled in planning, producing, and editing multimedia content to repurpose across external platforms.
- **Press & Media Relations:** Experienced in writing press releases, briefing journalists, handling enquiries, and securing high-profile coverage.
- **Stakeholder Engagement:** Confident working with politicians, local authorities, businesses, and community groups to secure messaging alignment and support.
- **Campaign Delivery:** Proven record of designing and delivering digital and media campaigns aligned to strategic priorities.
- **Data & Insight:** Strong knowledge of Meltwater, Google Analytics, SEO and social listening tools to track, evaluate, and adapt communications.
- **Organisation & Collaboration:** Excellent project management skills; thrive in fast-paced, cross-team environments.

EMPLOYMENT

Digital Communications Executive

West Midlands Combined Authority - Birmingham

05/2025 - Present

- Assist with digital communications for the Mayor of the West Midlands, Richard Parker, shaping his online presence and amplifying delivery against key regional priorities.
- Plan, produce, and distribute a wide range of creative digital content (photography, video, social media posts, blogs, infographics) for both the West Midlands Combined Authority and Transport for West Midlands.
- Manage the organisations social media channels, ensuring content is engaging, accurate, and strategically aligned.
- Collaborate with Media & PR colleagues to integrate press announcements with digital outputs, maximising campaign impact across channels.
- Monitor and evaluate performance using analytics and social listening to refine strategy and demonstrate impact.
- Provide creative advice and digital expertise to senior leadership and internal stakeholders.
- Contribute to regional/national coverage by supporting key media moments with digital-first storytelling.

Media Executive

West Midlands Combined Authority - Birmingham

07/2023 - 05/2025

- Supported delivery of proactive, creative announcements on behalf of WMCA, TfWM, and the Mayor of the West Midlands.
- Drafted and distributed press releases, media statements, and social media content, ensuring alignment with regional/national government priorities.

- Liaised with journalists, broadcasters, and internal teams to secure interviews, quotes, and case studies.
- Managed press event logistics, from photocalls to media briefings.
- Oversaw media monitoring (Meltwater/SharePoint) and produced evaluation reports for senior management.
- Took a digital-first approach to press office output, ensuring stories were optimised for reach across both traditional and online media.

PROFESSIONAL DEVELOPMENT

Marketing & Communications Secondment

West Midlands 5G - Birmingham

05/2024 - 10/2024

- Worked alongside Head of Marketing & Communications to deliver initiatives with mobile operators, councils, and national partners including NHS.
- Led content strategies for major events including the Midlands Economic Summit and Connected Britain 2024, managing stakeholders and logistics.

WORK EXPERIENCE

Content Writer (Freelance)

DREST - London

04/2023

- Created engaging "Daily Challenge" content for a fashion/tech app, integrating fashion trends into interactive digital storytelling.

Fashion Assistant

British GQ - London

12/2019

- Assisted the fashion team with editorial shoots, coordinating logistics, research, and liaison with luxury PR teams.

Archivist (part-time)

Duran Duran - Birmingham

09/2018 - 07/2020

- Curated physical and digital archives, contributing to future exhibitions, documentaries, and publications.

EDUCATION

BA Journalism (2:1)

Nottingham Trent University

09/2020 - 05/2023

AS & A Levels

Alcester Grammar Sixth Form

09/2017 - 06/2019

English Literature, Business, Photography

VOLUNTEERING

WMCA Communications Team Building Day (Ackers Adventure)

Environmental improvement activities.

28/03/2024

Stratford-Upon Avon Dementia Clinic: (three months)

2018

Provided companionship/social support.

Duke of Edinburgh - Bronze Level

2016