

MAISIE EDMOND

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PERSONAL PROFILE

A dedicated and proactive communications professional with a strong background in digital media and stakeholder engagement. As a Media Executive at the West Midlands Combined Authority (WMCA), I have developed a diverse skill set, including content creation, media management, and stakeholder collaboration. With a digital-first approach, I excel in delivering targeted content across multiple platforms, aligning with evolving industry trends.

SKILLS

- **Communication:** Excellent written and verbal skills, proficient in simplifying technical information for various stakeholders.
- **Teamwork:** Effective collaborator, comfortable working across teams to achieve outcomes.
- **Stakeholder Engagement:** Skilled at managing relationships to ensure project delivery and consistent communication.
- **Organisational Skills:** Ensuring deadlines are met while maintaining high standards with effective time management skills.
- **Creativity and Innovation:** Proven ability to develop creative strategies and digital content, and approach problems with innovative solutions that improve engagement.
- **Problem Solving:** Analytical mindset that systematically identifies and resolves issues, delivering efficient and effective solutions.
- **Digital and IT Skills:** Proficient in SharePoint, Microsoft Office, and Adobe Suite. Adaptable to emerging technologies and systems, with experience optimising digital platforms for user engagement and accessibility.

EMPLOYMENT

Media Executive

West Midlands Combined Authority – Birmingham

07/2023 - Present

- Support media team in crafting and delivering impactful announcements on behalf the WMCA.
Manage media dissemination, including press releases, briefings, and social media content.
- Facilitate effective communication by liaising with internal and external stakeholders to secure quotes, organising regional/national broadcasts & responding to media inquiries
- Conduct media monitoring to track brand mentions and measure the impact of press releases.
- Write SEO-optimised content to improve the WMCA's online presence and organic search ranking.
- Contribute to WMCA's mission by promoting positive initiatives across the region.

EXPERIENCE

Marketing & Communications Secondment

West Midlands 5G – Birmingham

05/2024 –

10/2024

- Worked alongside the Head of Marketing and Communications with ongoing initiatives across various directorates, partnering with mobile operators, local authorities and government bodies such as the NHS.
- Assisted with communication efforts for the 2024 Midlands Economic Summit and the Connected Britain 2024 conference by leading on content strategies, coordinating logistics and maintaining clear communication with stakeholders.

Content Writer
DREST - London

04/2023

- Developed creative content for the fashion-oriented app DREST, which is predicted to be a major player in the metaverse.
- Created engaging "Daily Challenges" for the app, leveraging current fashion trends and transforming them into styled scenarios.
- Enhanced digital writing skills through content creation for a mobile application.

Fashion Assistant
British GQ - London

12/2019

- Provided crucial support to the fashion team, contributing to high-profile shoots featured in the April and May 2020 issues:
 - Researched trends and creating mood boards to visually communicate shoot concepts.
 - Coordinated logistics for shoots by arranging call times, packing equipment, and managing sample tracking.
 - Liaised with PR representatives to secure garments from luxury brands for shoots.
 - Assisted stylists on set with tasks like model selection and ensuring smooth shoot operations.

Archivist
Duran Duran – West Midlands

09/2018 – 07/2020

- Curated Physical Archive: Organised and maintained Duran Duran memorabilia, including merchandise, achievement awards, and iconic garments.
- Digital Archiving: Assisted in uploading and managing documentation for the band's official portfolio website.
- Preserved Historical Materials: Contributed to the preservation of historical materials that will be showcased in future biopics, documentaries, and exhibitions.

EDUCATION

BA Journalism
Nottingham Trent University
Final grade 2:1

09/2020 – 05/2023

Including modules in Journalism, Ethics & Society, Creative Journalism, Multiplatform Journalism, Fashion Journalism, Photojournalism, Keeping out of Court, Magazine Journalism, News Feature Project, Practical Production and Public Relations and Communication.

AS & A Levels
Alcester Grammar Sixth Form
English Literature, Business, Photography

09/2017 – 06/2019

VOLUNTEERING

WMCA Communications Team Building Day: Ackers Adventure

28/03/2024

Participated in a team-building volunteering day contributing to environmental improvement efforts

Stratford-Upon Avon Dementia Clinic: (three months)

2018

Provided companionship and social interaction to individuals living with dementia to promote cognitive stimulation.

Duke of Edinburgh – Bronze Level

2016

Successfully completed the Duke of Edinburgh's Award Bronze programme