

Aaron West

Journalist, researcher and editor

- Award-winning journalist, reporter and editor for online, traditional print publication and higher corporate-level editorial - recognised by the Professional Publishers Association (PPA) as a '30 Under 30' young journalist to watch.
 - Seeking editorial work in a team of talented journalists. Interested in politics and social change.
-

about

CONTACT

London, UK

aaron96west@gmail.com

[linkedin.com/in/aaron-c-west](https://www.linkedin.com/in/aaron-c-west)

(+44) 7738 307349

EDUCATION

Queen Mary, University of London

BSc in Physics

Multiverse

Data Fellowship in analysis, visualisation and process optimisation

SKILLS

- Editorial process improvement
- Daily newsroom reporting
- SEO page optimisation
- Investigative research
- Contact management
- Research management
- Tone of voice
- Understanding of political and social landscape

work experience

SENIOR EDITOR & ANALYST, 2022-2024

OMDIA - [ondia.tech.informa.com](https://www.ondia.tech.informa.com)

- Editor for group of analysts which were frequently ESL, converting often complex ideas and trends into understandable everyday language.
- Maintained a consistent message and tone of voice in output from a team of 5+ writers.
- Provided B2B reporting and expertise on the global tech market.
- Frequently written for B2C publications on the latest announcements and trends in the industry.
- Optimised internal processes to streamline the editorial pipeline

SENIOR WRITER & RESEARCHER, 2019-2022

Which? - [which.co.uk](https://www.which.co.uk)

- Monthly columnist in Which? Magazine, covering the topic of sustainability, to a readership of more than 600k UK consumers.
- Drove through SEO improvements to schema coding and keyword targeting which resulted in 2x daily increase in page traffic.
- Pitched and led the launch of Which? Eco Buys - a new environmental recommendation. This involved coordinating research, working with design and video teams on visuals, DevOps to ensure the website is ready, press and marketing to get the message out as widely as possible.
- Worked through editorial campaigns for Black Friday and Christmas to coordinate a range of news stories to attract 100K+ daily online readership.

WRITER & RESEARCHER, 2017-2019

Which? - [which.co.uk](https://www.which.co.uk)

- Penned a long-form investigation on the environmental and human cost of smartphones, for which I was nominated for a BSME Talent award for Best Feature in Print.
- Organised taste test panels of sommeliers and bakers to assess and compare Christmas food and drink for the largest print article the magazine produces each year.
- Ran consumer surveys to report on public attitude changes to new developments in consumer rights.

FREELANCE WRITER, 2015-2022

- Written frequently over the years for friends at New Scientist, HERO (American glossy bimonthly LGBT magazine), Thrive Global (online news platform founded by Arianna Huffington), and QuickClass (online education start-up).