

Employment

Editorial Copywriter at Our Media (Agency)

2022–present

WWF

- Developing and writing content for WWF's 'Animal Adoption' updates, breaking down field reports and scientific research into compelling conservation stories for a broad audience (11 animals, three issues a year)
- Adapting Animal Adoption content for WWF's younger audience, turning the standard updates into engaging educational material for under-12s
- Writing sustainable lifestyle articles for the members-only 'MyAction' website

Boundless

- Writing for Boundless members' magazine and website, covering topics such as days out, hobbies and travel, incorporating partner discounts and offers
- Content brainstorming, research and planning across whole issues
- Liaising with PR and talent agencies to secure celebrity contributors, editing interviews

Other

- Writing for English Heritage and RSPB members' magazines and websites, plus cruise advertorials

Digital Content Creator & Social Media Coordinator at Smallprint

2018–2022

- Initiated and created a variety of social media, web and print content across three brands, including product photography, video, infographics, paid social campaigns, instructional leaflets and blog posts
- Managed social media channels for each brand, created a social media best practice guide for franchisees

Small Business Owner

2013–2019

- Designed and sold phone cases and other accessories after identifying a gap in a niche, global market
- Marketed through Instagram, sold to customers worldwide via online shop and international dance competitions

Volunteering

Wild Adventures 101

2021

- Researched and wrote scripts for an outdoor adventure video series, assisting on location
- Managed social media, including selecting and editing video clips

Ape Alliance

2019

- Helped organise events for an international coalition of ape conservation organisations

Education

University of Bristol – MSc by Research, BSc Biology (2:1)

2014–2020

- Conducted research project on animal camouflage, lying at the intersection of vision science, psychology, ecology and evolutionary biology
- Wrote articles for the SciTech section of the student newspaper, *Epigram*

Short courses: WildEye Introduction to Wildlife Filmmaking, Bectu TV Researcher course

Skills: Adobe Photoshop, Lightroom, InDesign, Premiere Pro; WordPress