

Kelly Ray

 Bristol

Content and communications professional passionate about using storytelling and design to inspire support for wildlife conservation, animal welfare and the environment.

Skilled in both written and visual content creation. Experienced in charity communications, with solid research skills and a meticulous eye for detail and accuracy.

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 [kellylouiseray](#)

Skills

- **Editorial:** copywriting, sub-editing, proofreading
- **Creative:** design, photography, video (Adobe InDesign, Photoshop, Lightroom, Premiere Pro; Canva)
- **Digital:** Microsoft Office, Google Workspace, CMS platforms
- **Scientific research & communication**

Education

MSc by Research in Biological Sciences, University of Bristol

- Thesis on animal camouflage
- Assisted undergraduate lab sessions and marked accompanying work

BSc Biology, University of Bristol

- Focus: animal behaviour, evolution, ecology, conservation
- Data analysis

Hobbies & interests

Horizon Dance Company

- Committed member of the company's performance team, regularly hired for events
- Organising social events for the wider dance company

Employment

Editorial Copywriter

Our Media (agency division), Bristol

Apr 2022 – Mar 2025

Content agency specialising in charity and membership loyalty communications, print and digital. Worked across two client teams, flexing between projects and developing time management strategies to meet competing deadlines.

WWF-UK

- Wrote conservation stories from around the globe to engage and retain supporters of WWF-UK's 'Adopt an Animal' programme (11 animals, three times a year)
- Identified and developed stories from field reports, research and interviews supplied by global offices, collaborating with editors and WWF-UK's loyalty comms team
- Adapted adults' updates into engaging educational material for junior supporters
- Wrote news stories and sustainable living articles for a members-only site
- Wrote short-form copy for the membership magazine, *Action*
- Interpreted and distilled complex scientific material to a general audience

Boundless by CSMA

Membership club for civil service and public sector workers.

- Led the 'Out and About' section of the members' magazine
- Wrote for members' site, including a monthly article on 25 free days out nationwide
- Liaised with client and PR agencies to agree content angles and source assets
- Secured celebrity contributors, liaising with publishers and PR/talent agencies
- Issue-wide content research and development; streamlined the issue-planning process
- Sub-editing; proofreading whole magazine

Additional writing experience for the RSPB and English Heritage, plus travel advertorials

Digital Content Creator & Social Media Coordinator

Smallprint (Franchising) Ltd, Bristol

Jul 2018 – Jan 2022

Global handmade jewellery franchise. Formerly made up of three brands: Smallprint, Silver Pet Prints and Memory Treasures.

- Produced photography, video, graphics and copy for social, web and print
- Ran social media accounts: posting content, managing giveaways, responding to queries, community engagement, identifying and liaising with influencers
- Optimised and managed a content library for franchisees; acted as point of contact
- Created a guide on content creation, brand guidelines and social media best practice

Small Business Owner

Rainy Day Designs, Hertfordshire

Dec 2013 – Nov 2014

- Designed phone cases after identifying a gap in a niche, global market
- Marketed through Instagram, gaining 15k followers organically
- Sold to customers worldwide via online shop and international dance competitions

Voluntary roles

Communications, Somerset Wildlife Trust

Oct 2025 – present

- Redesigning digital adoption product

Digital engagement, Southern Thailand Elephant Foundation

Sep 2025 – present

- Improving website structure, appearance and copy

Communications, Bath Cats & Dogs Home (RSPCA)

May 2025 – present

- Auditing, updating and improving web content; designing communications

University of Bristol student group, Ape Alliance

2018 – 2020

International coalition of ape conservation and welfare organisations.

- Helped organise fundraising events; assisted at annual symposium