

# ROBERT BADMAN

## WRITER | CONTENT EDITOR

Portfolio: [robertbadman.journoportfolio.com](http://robertbadman.journoportfolio.com)

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### SUMMARY AND HIGHLIGHTS

- Digital and print content specialist. Highly experienced in categories including finance, technology, travel, lifestyle and more.
- Led teams of in-house copy production staff, managing style, accuracy and flow.
- Promoted to Page Editor to improve editorial standards across digital and print editions of *The Sydney Morning Herald*.
- PANPA 2017 award winner – Best Integrated Campaign (copywriter).

### EXPERIENCE

01/2021 – present

#### **Lloyds Banking Group (UK)**

- Copywriter with Beehive – LBG's brand-new in-house creative agency. Includes writing direct mail, email, social media and video marketing material. The work involves liaising with banking group stakeholders of various levels, including client managers and partners with Lloyds Bank, Bank of Scotland and Halifax.

11/2019 – 1/2021

#### **Havas Helia (Cirencester, UK)**

##### Contract CRM Copywriter

- CRM copywriting for Lloyds Bank, Bank of Scotland, Halifax, Volvo and Pets at Home. The work included email and direct mail marketing, digital banners and more.

03/2019 – 11/2019

#### **Over design/marketing app (remote, UK)**

##### Copywriter

- Wrote and edited blog content focused on the Over design app's user experience.
- Point person for Over's website blog development.

08/2016 – 01/2019

#### **NewsAmp (Sydney, Australia)**

##### Senior Copywriter and Copy Editor

- Wrote and edited finance, lifestyle, food and travel-based content, advertorials and video scripts for News Corp Australia's in-house creative agency.

05/2015 – 08/2016

**Medium Rare Content Agency (Sydney, Australia)**

Senior Sub Editor; Staff Writer; Copywriter; Digital Producer

- Sub editing, editorial writing and copywriting (news, reviews, features, interviews and advertorials) for *Qantas* magazine and the *Travel Insider* website.

03/2010 – 05/2015

**Fairfax Media (Sydney, Australia)**

Page Editor; Sub Editor; Digital Producer

- Page Editor and Digital Producer for *The Sydney Morning Herald's* News, Sport, World News, Traveller, Spectrum, Shortlist and Domain sections.
- Sub Editor and Digital Producer (web and tablet editions) for magazine supplements *Good Weekend*, *Sunday Life* and *The Sydney Magazine*.
- Homepage Editor of the *Good Weekend* section of smh.com.au.

11/2012 – 10/2015

**The World Game (Sydney, Australia)**

Evening Online News Editor; Homepage Producer

- Online, CMS-based news editing and sub-editing work for SBS football website *The World Game*, concurrent with Fairfax full-time role (above).

04/2007 – 03/2010

**Australian Consolidated Press (Sydney, Australia)**

Chief Sub Editor

- Maintained style, accuracy, and tone for two lifestyle magazines (*ZOO Weekly* and *Ralph*). Managed small teams of staff writers and freelance contributors.

11/2001 – 03/2007

**Time Inc. UK (London)**

Deputy Chief Sub Editor (TV & Satellite Week); Sub Editor (*Nuts*)

1998 – 2001

Various positions (Australia and UK – advertising/marketing and media)

## TECHNICAL PROFICIENCIES

- Word/Microsoft Office
- InDesign
- Adobe CQ (AEM)
- WordPress
- Basic Photoshop skills

## EDUCATION

- The Australian National University – Bachelor of Arts, English Literature