

Amy Saunders

Senior B2B Content Lead | Editorial Strategist | Technical Storyteller

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 Portfolio: <https://amysaunders.journoportfolio.com/>

Professional Profile

Senior B2B editor and content leader with 10+ years' experience shaping clear, credible narratives across complex technology and consulting-led environments. Expert at translating technical depth and ambiguity into senior-ready content that supports strategic campaigns and business objectives.

Core focus areas include enterprise technology, digital infrastructure, AI/ML, digital twins, cybersecurity, telecommunications, cloud and large-scale digital transformation.

Core Capabilities

- Strategic storytelling and narrative leadership
 - Enterprise- and consulting-aligned content creation
 - Simplifying complex technical concepts into business insight
 - Senior stakeholder and SME engagement
 - Campaign copy across digital, editorial and long-form formats
 - Fact-led research and editorial governance
 - Global and regional content adaptation
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Professional Experience

Editor | Kadium Publishing

2022 – Present

Senior editor with end-to-end ownership of five international B2B technology publications across the UK, Africa and APAC.

- Lead editorial positioning and strategic narrative across multiple titles
- Develop content from concept to multi-channel publication
- Partner with technical experts and industry leaders to produce authoritative, consultative content
- Translate complex topics including AI, cybersecurity, cloud, data centres and automation into clear, engaging stories

- Deliver SEO-led strategies while maintaining editorial quality and tone
 - Apply AI tools to support research and drafting with strong editorial oversight
 - Adapt content for regional audiences across digital platforms
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Group Editor | DS Air Publications

2016 – 2022

Led editorial delivery across six B2B titles in advanced technology, aerospace, defence and communications.

- Owned the full content lifecycle across print, digital and social channels
 - Aligned editorial output with commercial and campaign objectives
 - Interviewed senior industry figures to deliver insight-led content
 - Managed and mentored an editorial team across concurrent projects
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Deputy Editor | Pro Global Media

2013 – 2016

- Produced white papers and consultancy-style industry reports
 - Worked with industrial experts and senior executives on long-form content
 - Supported international conferences, site visits and technical discussions
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Education

PhD Chemistry | University of Sussex (2010–2014)

Doctoral research developing advanced analytical, research and communication skills, including peer-reviewed publication.

MChem Chemistry (2:1) | University of Sussex (2005–2009)

Technical & Digital Skills

GenAI tools (ChatGPT, DeepAI, Copilot) · Microsoft Word, PowerPoint, Outlook, Teams, SharePoint · CMS, SEO, Google Analytics · HTML · Website management · Social media

References

Available on request