

Georgia Sanders

35 Longfield Road, Wickford, Essex, SS11 8PU | georgiasanders@gmail.com | 07799 907 592

Personal Profile

I thrive in creative and dynamic environments and enjoy the sense of achievement that comes with responsibility. I have experience in project management, which has honed my strong organisational skills with the ability to prioritise and delegate effectively, whilst under the pressure of meeting deadlines. I particularly enjoy strategising and content creation. My breadth of experience includes content strategy, brand development, content creation, and people management.

Key Experience & Skills

- Line management experience
- Strong copywriting and content design skills, covering everything from marketing, corporate, & editorial communications to key messaging & fundraising copy.
- Working on performance driven events and marketing campaigns
- Experience of developing and overseeing effective cross-channel editorial content and content strategy
- Able to evaluate ideas and information critically, with an understanding of how to use audience and user insight to drive change and improvement.
- Networking and interviewing experience
- Building and maintaining excellent stakeholder relationships
- Proficient in all aspects of Microsoft Office and GSuite
- Advanced experience with content management systems including WordPress, Drupal, and various bespoke platforms
- Experience with user analysis and web analytics tools, including Hotjar, Siteimprove, Google Analytics, Google Trends, Google Optimize, Moz, Followerwonk and AnswerThePublic
- Experience with visual software, including Photoshop, InDesign, Illustrator, Dreamweaver, and QuarkXpress.
- Experience with social media scheduling and analysis platforms such as Hootsuite and Tweetdeck.
- Teeline shorthand at 50wpm

Employment History

December 2017 – Present – Content Manager, Parkinson's UK

- Delivering a high standard of effective and inspiring content across the charity's website by maintaining core, owned and global content, and supporting the devolved editorial team.
- Providing leadership on content strategy and best practice, developing a content ecosystem for use by all content creators, which houses content strategy, brand tone of voice guidance and style guide.
- Delivering excellent content design, copywriting and production for both owned projects and to internal clients, focusing primarily on the needs of our core audience, people with Parkinson's. This involves testing and optimising all content with the needs of the user at the heart of all we do.
- Working both internally and with agencies to map user journeys and job stories in order to improve UX.
- Leading on the development Parkinson's UK's tone of voice as part of the 2019 brand refresh.
- Working on key international campaigns, including acting as content lead on World Parkinson's Day's #UniteForParkinsons campaign.
- Leading on content creation groups, a project which fast tracks optimisation on specific topics, promoting and refining underperforming content with proven value to the user.
- Line managing and developing a team of digital content experts and copywriters

January 2017 – December 2017 – Digital Content Editor, British Cardiovascular Society

- Sourcing, writing & editing engaging content for the website, social media channels, ensuring that the BCS provides an engaging and meaningful experience for all its users.
- Implementing and managing the content strategy and editorial calendar, ensuring that content on the BCS website and social media channels is fresh, engaging and timely, in line with agreed standards.
- Developing and maintaining the editorial calendar, ensuring content creation and delivery work to a realistic timescale and agreed standards.
- Working with content owners to develop effective and consistent content.
- Training staff in use of CMS and systems processes.
- Monitoring online discussions and responding where relevant.
- Building strong and positive relationships within the Society and its affiliates.

April 2016 – January 2017 – Content Manager, Figaro Digital, London

- Responsible for creating a quarterly marketing magazine with a circulation of 10,000 from research stage and flatplanning to content creation, production, editing and print. Writing, commissioning, and editing high-quality thought-leading articles and case studies.
- Managing and developing internal editorial staff.
- Managing advertising membership database and relationships with clients and potential clients, ensuring members are maximising membership benefits.
- Interviewing industry experts and thought leaders from global consumer and b2b brands.
- Building relationships with industry leading experts, agencies, possible contributors and exhibitors.
- Attending and reporting on industry events.
- Building and managing the online content strategy and editorial plan.
- Collating the weekly e-newsletter with a circulation of 24,000.
- Chairing and presenting at marketing events, from intimate roundtables and seminars to large-scale summits and conferences.
- Working with internal departments to maximise benefits from working relationships.
- Working with data team to produce email campaigns.

August 2014 – April 2016 - Editor, RIBA Enterprises, London

- Creating original content and moderating entries for website, blog & social media streams, printed advertorials and technical pages.
 - Responsibility for creation and delivery of content across the company in a variety of formats and delivery channels – including social media, email, SEO and optimising user experience.
 - Coordinating social media output for company channels, including NBS, RPS, CPD, RIBA Bookshops and RIBA Journal. This included monitoring key listening phrases and thought leaders on Social Media platforms (such as Twitter, Facebook, Google+, and LinkedIn) and responding to various trends and campaigns.
 - Attending events and conferences for live-tweeting and live-blogging purposes, keeping up conversations on Social Media with delegates and exhibitors alike as well as promoting our output and attendance.
 - Analysing online presence and engagement through analytics tools such as Google Analytics, Tweet Deck, Followerwonk, Wordpress and more. Collating analytics and information in to monthly reports of engagement and campaign results.
 - Meticulous proofreading of online and print directory of 12,000 + companies and advertorial entries.
- Making and enhancing contacts with advertisers and other external suppliers of content as well as internally with other departments and key stakeholders.

August 2013 – March 2014 - Project Manager, TRMG Publishing, Hatfield, Herts

- Sole responsibility for production of various publications including specialist magazines and event programmes, eg. TruckFest, Taste of London, and the International Sheet Metal Review.
- Liaising with clients to determine content and advertising placement.
- Project managing the entire process, from devising flatplans and setting interim deadlines, to assembling, subbing, editing and proofing copy, to assisting with design and layout – liaising with both client and project designer to achieve desired look.

Other roles

- Owner & Editor-in-chief, The Nopebook, London
- Staff Writer, ImWithGeek.com, Essex
- Staff Writer, ScreenRant, Vancouver and California (CA and USA)
- Communications Assistant, The Worshipful Company of Insurers, London
- Professional Fundraiser, Listen UK, Holloway
- Bar Staff, Southampton Solent Students' Union, Southampton
- Entertainer, Bermuda Holiday Park, Hemsby
- Customer Service Agent, Drakefield Insurance, Basildon
- Customer Service Advisor, E.on Energy, Rayleigh

Education

DipHE Magazine Journalism & Feature Writing
 Core Modules: Multi-platform publishing, Law for Journalists, Writing for the Web, Graphic Design
 Southampton Solent University
 September 2008 – June 2012

A-Levels: English Language, Law, Philosophy, Psychology & General Studies.

GCSE's: 9 including English, Maths & French (A*-C)

Additional courses:

Implementing Social Media Marketing Campaigns – Chartered Institute of Marketing

