

Georgia Sanders

I thrive in creative and dynamic environments and enjoy the sense of achievement that comes with responsibility. I have experience in project management and line management, and particularly enjoy strategising, content development and data-driven, insight-led work.

EXPERIENCE

Senior Data and Insights Executive — *NCVO*

OCT 2022 - PRESENT

- Creating and implementing an organisation-wide insights framework for monitoring progress and success of projects and campaigns
- Carrying out user research and creating user personas
- Using analytics software to interrogate comms and marketing data and produce regular reports on performance
- Accurate analysis and advice on how to best utilise content across channels
- Ongoing web optimisation strategy

Networks and Engagement Officer, Vision for Volunteering (Secondment) — *NCVO*

AUGUST 2023 - APRIL 2024

- Designed and delivered a series of online and in-person events and conferences
- Represented the vision, chairing events and delivering workshops around the UK
- Created and rolled out the Vision's 'Champion' ambassador scheme

Senior Digital Content Producer — *NCVO*

FEBRUARY 2022 - OCTOBER 2022

- Large-scale website migration and complete content audit
- Worked with stakeholders to plan, design, deliver and maintain content
- Ensured continuing optimisation of content and SEO best practice

Freelance Content Expert

JUNE 2021 - FEBRUARY 2022

- Various freelance content projects

Website Content Consultant — *Anthony Nolan*

AUGUST 2020 - DECEMBER 2020 (FTC)

- Facilitated a mass content migration from Drupal 7 to Drupal 9
- Identified need for process improvement and developed a new briefing process
- Led on the creation of a content strategy, working with directors to identify gaps in resource and briefed on the creation of new content roles
- Trained staff on content management and creation best practice

SKILLS

Content Design
Content Migration
Content Strategy
Copywriting
Event Management
HTML
Insight Reporting
Line Management
Objective & KPI Setting
Project Management
SEO
Stakeholder Engagement
Training and Event Delivery
User Analysis
Web Analytics

TOOLS

Adestra
Agile project management
Canva
Cludo
CMS (such as Wordpress, Drupal, Sharepoint, Wagtail)
FollowerWonk
GitHub
Google Adwords
Google Analytics/GA4
Google Optimise
Google Tag Manager
Google Trends
Hootsuite
Hotjar
Looker Studio
Mailchimp
Microsoft Clarity
Microsoft Dynamics
Microsoft Office
Microsoft Sway
Miro
Moz
Photoshop
PowerBI

Content and Channels Manager — *Parkinson's UK*

DECEMBER 2019 - AUGUST 2020

- Managed staff intranet, collaboration sites and engagement campaigns
- Led a performance driven staff engagement project delivering clear, engaging and high-quality comms to embed new brand work

Communications Improvement Manager — *Parkinson's UK*

APRIL 2019 - FEBRUARY 2021

- Led the annual comms prioritisation process, engaging with stakeholders to plan projects for the year and allocate resource accordingly
- Put consistent evaluation at the heart of all projects
- Helped the organisation to better understand how to create effective communications

Content Manager — *Parkinson's UK*

DECEMBER 2017 - APRIL 2019

- Led the content team to deliver a high standard of effective and inspiring content across the charity's website by maintaining core, owned and global content
- Led on content strategy, developing a content ecosystem for use by all content creators
- Collaborated on the devolution of content creation to stakeholders

Digital Content Editor — *British Cardiovascular Society*

JANUARY 2017 - DECEMBER 2017

Content Manager — *Figaro Digital*

APRIL 2016 - JANUARY 2017

Editor — *RIBA Enterprises*

AUGUST 2013 - APRIL 2016

Project Manager — *TRMG Publishing*

AUGUST 2013 - MARCH 2014

EDUCATION

Southampton Solent University — *BA(Hons) Magazine Journalism & Feature Writing*

SEPTEMBER 2008 - JUNE 2012

A-Levels — *English Language, Law, Philosophy, Psychology & General Studies*

GCSEs — 9 A*-C

QuarkXpress
SurveyMonkey
Trello
InDesign

Additional Courses

Implementing Social Media

Marketing Campaigns (Chartered Institute of Marketing)

Marketing Fundamentals

(Chartered Institute of Marketing)

SEO Academy (Yoast)

Community Reporting (Peoples Voice Media)

LANGUAGES

English (Native)
French (Basic)