

JANINE FORD

Citizenship: New Zealand and Australia
Contact: Øresund Parkvej 18, 2 TV, 2300 Copenhagen S, Denmark
m: +45 42 46 46 50 | e: janine.ford@yahoo.com.au
LinkedIn: www.linkedin.com/in/fordjanine
Portfolio: janineford.journoportfolio.com
References: Available on request



PROFESSIONAL PROFILE

An experienced content writer and SoMe manager with a wide range of skills in SEO copywriting, content creation, editing, proofreading and concept development across many industries in New Zealand, Australia and Denmark. Passionate about writing, especially in an international context. Responsible for keyword search and creating content for SEO purposes, SoMe and data performance for Danish companies working in legaltech and innovation. Editor and proof reader of all external communications and content writer for website and blog for a Danish company working in media law. Many years of experience in professional legal research and writing articles, newsletters, reports and policy documents. Creator and writer of blogs on fashion and travel. Excellent communication and interpersonal skills to work effectively with all levels and areas within the organisation.

SKILLS HIGHLIGHTS

- **Industries:** SaaS, B2B, innovation, legal services, financial services, film, United Nations, international NGOs, health, public policy, the judiciary, research and telecommunications
- Text writer with expertise in legaltech, innovation, business, law, government policy
- Exceptional writing and editing skills
- Keen eye for detail
- Strong research and analytical skills
- Excellent SEO and keyword search skills
- Ability to understand and communicate complex information in clear and precise formats
- Expert at writing in plain English for SoMe
- Skilled at targeting content to reader
- Ability to keep content consistent in style
- Adept at tone of voice and terminology usage
- Experienced in research, ensuring accuracy of information and adding missing information
- Creative and eloquent writer
- Effective oral communication skills
- Skilled at managing documentation processes
- People and client management
- Project management
- Cross-cultural understanding and intelligence

CAREER SUMMARY

Period	Engagement	Role
Jun 19 – ongoing	Nordic Legal Tech ApS	Content writer
Feb 19 – Mar 19	Contractbook ApS	Content writer
Oct 18 – Nov 18	Ideanote ApS	Content writer
Jun 18 – July 18	Innovation Roundtable ApS	Content writer
Oct 17 – Dec 17	Danish Refugee Council, Copenhagen	Writer and lawyer
Jul 17 – Sept 17	United Nations Development Programme, Copenhagen	Report writer
Sept 13 – Apr 17	European Film Bonds A/S, Copenhagen	Writer and lawyer
Apr 12 – Sept 13	Career break – relocating from Sydney to Denmark via a 6-months' motorbike trip	
May 02 – Apr 12	Crown Solicitor's Office, Sydney, Australia	Senior solicitor and legal writer
Oct 00 – Mar 02	AAPT CDMA Ltd, Australia	Legal consultant
Mar 99 – Sept 00	Environment Court, New Zealand	Researcher and writer for Judge
Nov 96 – Jul 97	McAndrews, Held & Malloy, Chicago, USA	Paralegal
Feb 95 – Dec 98	Career break – studying law	
Jul 89 – Jan 95	Waitangi Tribunal, Wellington, New Zealand	Professional historian, researcher and writer

CAREER HISTORY

Nordic Legal Tech, Copenhagen

June 2019 – ongoing

Responsibility	Content writer and SoMe manager for online and offline platform providing a hub for the Nordic legaltech, governance, risk, and compliance ecosystem. Managing and writing all SoMe content, writing newsletters, campaigns promoting events on SoMe and template emails for all stages of customer funnel. Creating content (interviews, videos, photos) in all types of media.
Skills Used	SoMe management, content creation, research, SEO analysis, SEO copywriting, events promotion, IT skills.

Contractbook, Copenhagen

February 2019 – March 2019

Responsibility	Content writer for Legal Tech Weekly and legal wikis of contract management digital platform. Writing for SEO and SoMe.
Achievements	Created content for company's digital channels and weekly online publication providing thought leadership in LegalTech. One article was shared in a Dutch LegalTech publication and used as compulsory reading for Sydney University law course.
Skills Used	Content creation, research, editing, SEO analysis, SoMe, targeting content to user, consistency in Contractbook style and tone, people skills.

Ideanote ApS, Copenhagen

October 2018 – November 2018

Responsibility	Content writer on innovation topics for blog and SoMe channels of developer of idea management digital platform. Writing for SEO purposes.
Achievements	Content creation for company's blog, LinkedIn and other SoMe channels on developments in innovation, corporate cultures and capture of innovative ideas. Wrote No. 1 ranking (most read) article on industry website collating publications in innovation area. Another article was published on Medium's <i>The Startup</i> website.
Skills used	Content writing, research, keyword research and analysis, SEO analysis, SoMe, targeting content to user, consistency in Ideanote style and tone, people skills.

Innovation Roundtable ApS, Copenhagen

June 2018 – July 2018

Responsibility	Creating innovation copy for digital platforms of leading international network exclusively for corporate innovation executives.
Achievements	Created content for company's digital platform, Twitter and LinkedIn profiles on best practices, selected topics and shared experiences of innovation experts and leading academics.
Skills used	Content writing, editing, analysis, targeting content to user, consistency in Innovation Roundtable style and tone, people skills.

United Nations Development Programme, Copenhagen

July 2017 – September 2017

Responsibility	Analysing data from exit interviews and writing report addressing employee retention.
Achievements	Author of report presented to Integrated Talent Management at UNDP, New York, used in the development of its new People Strategy 2018-2021.
Skills Used	Analysis, writing in plain English, clear communication of information, use of Infographics.

Responsibility	Drafting and editing guarantees provided to financiers of independent film. Ensuring producer compliance with performance guarantees. Writing, editing and proof reading all English external communications. Assisting in marketing campaigns and events in English. Managing client relations. Writing content for website and its blog.
Achievements	Instrumental in promoting the company, established and managed enduring client relations. Ensured accuracy in English and improved company's international impact. Successfully closed over 30 film deals on behalf of company, including the 2018 Oscar-nominated animation <i>The Breadwinner</i> . User of Google Drive.
Skills Used	Content writing, clear and precise writing in plain English, legal compliance, keen eye for detail, ability to understand and communicate complex information, client relations management, conflict management.

Responsibility	Conduct of civil and commercial litigation on behalf of government ministers for medium-large size law firm. Writing of many Court documents and witness statements. Researching, writing and editing many articles for client newsletter and for internal law journals.
Achievements	Managed and won over 200 court cases on behalf of government. Successful author of informative, engaging and accurate articles on developments in law.
Skills Used	Legal compliance, conflict management, client relations, clear and precise writing in plain English, conveying complex information in readable formats, keeping content consistent with law firm's style.

Responsibility	Personal legal assistant to Judge of the Environment Court, New Zealand. Researched and drafted opinions and research notes for Judge. Drafted first draft of many court judgments, including very lengthy and complex decisions.
Achievements	Drafted decisions and provided legal research assistance for over 50 cases, including three high profile cases.
Skills Used	Clear and precise writing in plain English, ability to understand and communicate complex information, ability to write drafts consistent in the style of the Court.

Responsibility	Writing and editing the <i>Maori Law Review</i> , a monthly, specialist review of law affecting Maori, the indigenous people of New Zealand.
Achievements	Successful author of many articles and analyses of legal developments at the forefront of New Zealand law and politics.
Skills Used	Excellent writing skills, ability to convey complex legal issues in clear, plain English. Ability to encapsulate salient issues in succinct manner.

Responsibility	Researching and writing historical reports for a Commission of Inquiry investigating the claims of indigenous Maori people against the government of New Zealand.
Achievements	Authored many historical reports that assisted in proving validity of land rights claims in five extensive cases covering large tracts of New Zealand.
Skills Used	Research and analysis of primary historical and other resources. Clear and precise writing in plain English, with detailed citation of all sources. Meticulous attention to detail and diligent checking and review.

EDUCATION

- 1998 Bachelor of Laws – Victoria University of Wellington, New Zealand
- 1988 Bachelor of Arts with Honours (History) – University of Canterbury, New Zealand

CERTIFICATIONS

- 2019 Certificate – Google Analytics
- 2019 Certificate – SEO Copywriting – Australian Writers' Centre
- 2019 Certificate – Copywriting Essentials – Australian Writers' Centre
- 2018 Lynda.com – Illustrator CC 2018: Essential Training
- 2018 Google Success Online Certification – The Online Marketing Fundamentals
- 2018 HubSpot Academy Certification – Content Marketing
- 2010 Lawyers for Encouraging and Assisting Promising Students – year-long mentoring programme for troubled youth
- 2003 Certificate of Admission as Solicitor of the High Court of Australia
- 2002 Certificate of Admission as Solicitor of Supreme Court of New South Wales, Australia
- 1998 Certificate of Admission as Barrister and Solicitor of the High Court of New Zealand
- 1998 Certificate of Graduation, Institute of Professional Legal Studies, New Zealand

TRAINING

- 2018 Unlocking Creativity Writing Course – Sydney Writers' Studio
- 2009 Legal writing courses

INTERNATIONAL EXPERIENCE

I grew up in the multicultural, outward looking society of New Zealand and have lived and worked in Wellington, London, Chicago, Sydney and Copenhagen. I have travelled extensively around the world, including extended periods in Central and South America, India and Nepal. I moved to Denmark by way of a 6-month motorbike ride from Turkey to Denmark. I have recently been to Lebanon and on a motorbike tour of Georgia and Armenia.

LANGUAGES

English	Native
Danish	Working proficiency
Maori	Conversational
Spanish	Beginner

IT SKILLS

Social Media	Active blogger and extensive user of social media platforms
Marketing Tools	Knowledge of WordPress, AdWords, Facebook Ads, SEO, Google Analytics, Mailchimp, Hootsuite
Google	Extensive user of entire G-suite
Office	Extensive user of entire Office suite

LEISURE INTERESTS

I am a New Zealander who loves travelling, motorbiking, blogging, fashion, art, photography, music, yoga, meditation, winter bathing and a good laugh!