

Gayle R. Blood BA Hons.

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PROFILE

First-class BA graduate with solid writing and editorial skills, I am highly organised, pay excellent attention to detail and can develop projects on my own initiative. My love of writing began in primary school; I later published feature articles in the JEP *Reality Magazine* whilst completing my English A-levels. I have since specialised in Media Law, Commercial Law & Intellectual Property; developed copy-editing and proofreading skills, and have a growing portfolio of freelance writing, marketing and editorial work. I am articulate, proactive and work well under pressure.

EDUCATION & QUALIFICATIONS

- Sept 2016 - Feb 2017: **Digital Marketing Certificate, *Digital Jersey*** (Pass)
Learnt skills: Content Marketing, Social Media, Strategy, SEO and Analytics
- Sep 2014 - Sept 2015: **Legal Practice Course (MA Law & Business), *BPP University*** (Pass)
Electives: Media Law, Commercial Law & Intellectual Property
Taught skills: Drafting, Writing and Research, Interviewing, and Advocacy
- Sep 2012 - Jun 2014: **Graduate Diploma in Law, *BPP University*** (Pass)
Research projects: Copyright, Designs and Patents Act 1988; Contract Law
- Sep 2008 - Jun 2011: **BA Sociology and Women's Studies, *University of Westminster*** (1st Class)
Learnt skills: Writing, Editing, Researching, and Project Management
- Sep 1997 - Aug 1998: **A-Levels, *Hautlieu School***
English Language (C) English Literature (C) Theology (C)
Psychology (D) Philosophy (E)

PUBLISHING COURSES

- Feb 2015 - Feb 2016: **Copy-Editing and Proofreading, *Chapterhouse Publishing*** (Pass)
Feb - Apr 2015: **Book Editing, *London School of Publishing*** (Pass)
Nov 2011: **Effective Business Writing, *Jersey International Business School*** (Pass)

SKILLS & EXPERIENCE

Content Writing: In my current job, I write and edit the content for products that are displayed on the company website. I have also written content for business and service marketing material, including website content, flyers and posters.

Feature Writing: I have had several articles published in local publications, including *Gallery* and the *JEP*. I can tailor my writing style and tone, depending on the subject, publication and audience.

Project Sub Editing: I managed an important project for the *States of Jersey* generating new policy documents. This involved streamlining an outdated 1200+ page manual into a more manageable 600 page handbook. I was responsible for meeting with the author of the original handbook, taking notes and actioning conclusions by a hard deadline. I copy-edited and proofread the document with meticulous attention to detail and produced a hard copy in house-style on Word. Then, after discussing and agreeing a web design, I uploaded and formatted the new policy handbook's content to an online platform using the house CMS.

RELEVANT EMPLOYMENT HISTORY

Jun 2016 - Present: **Digital Content Editor, *My Memory*** (Part Time)

- Producing and editing online content for products sold on the company website. Creating media using Adobe Photoshop. Product Optimisation.
- Key skills: Content writing and editing, attention to detail, HTML coding via CMS, web development, organise and manage my own time effectively.

May 2016 - Present: **Marketing & Media Officer, *Liberate*** (Charity)

- Producing written articles for traditional media, overseeing social media streams, producing and updating the website, content writing for promotional materials, overseeing branding and merchandising.
- Key skills: Content and feature writing, attention to detail, organisation, communication and team working, producing content to deadlines, editing.

May 2008 - Present: **Writer and Editor, *Freelance***

- Writing: Production of a wide portfolio of projects, including feature articles, content for websites and PR material, advertisements, drafting legal documents such as contracts and the like.
- Editing: Copy-editing and proofreading essays, web content, documents, and novels for fellow writers, students, colleagues and clients.
- Key skills: Commercial awareness, writing and editing, meeting deadlines.

Oct 2013 - Jan 2014: **Project Editor/Administrator, *States of Jersey*** (Fixed Term Contract)

- Project administration and editorial, working closely with the author, restructuring policy material, proofreading and copy-editing all content for errors, grammar and punctuation. Preparing meetings and note taking. Producing a final hard copy, uploading the new content onto an online platform and formatting the website in a logical user-friendly structure.
- Key skills: Copy-editing, proofreading, meticulous attention to detail, working to strict deadlines, CMS, creative thinking and problem-solving.

SOFTWARE SKILLS

Adobe: Photoshop and InDesign;

Microsoft Office: Word, Excel, Outlook & PowerPoint;

CMS: Volo and other in-house CMS, HTML coding and web development;

Social Media: Facebook, Twitter, LinkedIn, WordPress, Tumblr, Instagram, YouTube, Snapchat, etc.

MEMBERSHIPS & ASSOCIATIONS

- Society of Young Publishers

- London Book Club

- London Writers' Café

- London Authors Co-Operative

HOBBIES & INTERESTS

In my spare time I enjoy writing fiction and poetry, feature articles for my blog, and networking on social media. When possible I love to read and am a member of various writing groups and a book club. I am involved with local charity *Liberate* and do all their marketing and media work. I also take on odd freelance jobs, including marketing and PR for business *Blood Fitness*, and drafting legal documents. Examples of my work can be seen on my online portfolio: www.gayleblood.com.