

Rachael West

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rachaelwest.github.io

A hardworking and enthusiastic self-starter with experience in journalism and communications seeks a new role in digital marketing.

Passionate about creating effective campaigns and discussing projects with clients and colleagues to deliver intuitive solutions. A strong communicator with an enthusiasm for learning and self-improvement desires a role to further develop skills and master new technologies.

Employment

Freelance

Jan 2021 – present

Content Specialist

Outline

Research, write, and quality check content to meet client briefs.

Key responsibilities

- Produce quality content for various deliverables.
- Research and write weekly articles for a cybersecurity company.
- Maintain content schedule to meet client deadlines.
- Track earnings, overhead costs, submit annual tax return.

Key achievements

I implemented a work schedule to manage my time efficiently and learned how to calculate rates, tax budgets, and manage invoices.

The Security Company (International) Ltd Nov 2017 - July 2020

Senior Content Specialist

Outline

Transform client policies into engaging content about information security for employees at all levels.

Key responsibilities

- Create bespoke multi-channel communication plans.
- Create materials for digital and printed channels (including articles, leaflets, posters, newsletters, eLearning).
- Ensure content meet clients' brief, branding and style guide.
- Conduct quality assurance checks and edit as needed.
- Work with marketing and product teams on roadshows, the company website, and new products.
- Deputise for the Head of Communications when required.

Skills

- Content writing
- Proofreading
- Content scheduling
- Written and verbal communication
- Content management systems
- Client relationship management
- Problem solving
- Detail oriented
- Organisation and time management
- Web analytics
- Microsoft Office
- HTML5
- CSS3 (Flexbox, CSS Grid)
- JavaScript
- Visual Studio Code
- GitHub

Cambridge News

Aug 2016 – Oct 2017

News and Social Media Editor

Outline

Run news desk to manage news list, edit and dress copy for online, run live blogs, and send stories to the print team.

Key responsibilities

- Coordinate reporters and photographers for covering stories.
- Develop and manage the newsroom's social media operation.
- Monitor referral traffic using analytical tools (Omniture, Facebook Insights, Twitter Analytics).

Key achievements

I helped implement a digital first strategy including social media scheduling, using web statistics to monitor stories, and live reporting.

Trinity Mirror - Central and East region Jan 2012 – Aug 2016

Digital Journalist

Key responsibilities

- Create and manage digital content across five regional websites.
- Support daily management of homepages, articles and social media accounts.
- Utilise daily traffic reports from(Omniture, Google Analytics, Chartbeat) to track audience growth and trends.
- Run digital training and workshops for editorial staff.

Education

University of Sheffield

Sept 2010 – Jun 2011

- MA Print Journalism (2:1 Merit)

University of Hull

Oct 2007 – Jun 2010

- BA Media, Culture, and Society (2:1 Honours)

Hobbies

- Console and tabletop games
- Dungeons and Dragons
- Mini-coding projects
- Reading
- Training my dog

References

Available on request.