Laura Goss | Content Specialist

I help businesses and organisations understand, create and get value from content. I have co-led multiple high-level deliveries: from critical government services to integrated global digital campaigns. From content design, to strategy, to creative execution, my craft knowledge and personal interest has focused on how language and visual identity can bring connection, coherence and consistency to every user touchpoint. As a leader, I have learnt that empathy, vulnerability and kindness form the basis of working cultures that people want to be a part of. People produce their best work when they feel good - and they feel good when they feel seen.

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| |  |  | | --- | --- | | Briefcase outline | Career History |  |  |  |  | | --- | --- | --- | | Sept 2022 – current  Sept 2018 – August 2022 |  | Founder, Consultant: Get Content Ltd  Great State contract, CX agency   * Collaborating with agency SLT to define the shape, skills and structural change needed for [Great State](https://www.greatstate.co/) to start delivering content capability for its clients * Leading the SME (subject matter expert) working group and content stream in the development of a sexual violence and domestic abuse hub for MyNavy, an internal Royal Navy mobile app * Devising strategy for the Royal Navy national apprenticeship scheme * Devising strategy for online Royal Navy recruitment activity * Devising and delivering moderation workshop for senior Royal navy comms and recruitment personnel.   Content Director  Zone Digital, Bristol / London   * Experience Design leader: running initiatives to support, grow and develop the Experience Design community in its delivery of user-centred digital products and services * Providing senior leadership across high profile EU Exit and Covid response government service delivery programmes, with specific responsibility for content streams * Leading the content design and strategy practice. Advocating and educating internally & externally on the value of content in user-centred design * Passionate and effective people manager, mentor and coach * Creative Director across The Body Shop customer-led content |  |  |  |  | | --- | --- | --- | | Jan 2016 – Dec 2018 |  | Associate Creative Director  Zone Digital , London   * Devising campaign and content strategy for Lloyds, Halifax, Unilever, Kerry Foods * Leading multi-disciplinary creative teams to execute against strategy: creating social campaigns, discrete video work and digital content |  |  |  |  | | --- | --- | --- | | July 2014 – Jan 2016 |  | Senior Digital Editor  Zone Digital, London   * Lead Creative on the Tesco Eat Happy Project – using tech and content to connect over a million children to food producers and suppliers in the UK and worldwide. |  |  |  |  | | --- | --- | --- | | April 2011 – June 2014 |  | Online Community Manager  Macmillan Cancer Support, London   * Responsible for the largest peer-support community in the UK. Led the team and set the direction of travel. |  |  |  |  | | --- | --- | --- | | Nov 2009 – April 2011 |  | Digital Producer  HarperCollins Publishers , London   * Finding innovative ways to use existing intellectual property to create new digital products and services |  |  |  | | --- | --- | | Diploma roll outline | Education |  |  |  |  | | --- | --- | --- | | Sept 2003- June 2006 |  | Bachelor of Arts: English And Creative Writing  Manchester Metropolitan University |  |  |  | | --- | --- | | Miscellaneous outline | Additional Information |   I am striving to be anti-racist in my life and work, and am committed to better understanding the systemic racism and inequality that is experienced in the everyday lives of Black and minority ethnic people in the UK. |  | |  |  | | --- | --- | | Address Book outline | Contact |   Location  Bristol  Phone  07729423761  E-mail  laura.goss@outlook.com  LinkedIn  https://www.linkedin.com/in/lauragoss/ |