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CIPR-qualified communications strategist with a cross-sector background in journalism, media relations, marketing and internal communications. I combine my passion for creativity and collaboration with a strategic and analytical mindset to craft impactful content that aligns with goals and drives measurable results.

## **CAREER**

### **Communications Coordinator, University of Cambridge:** Dec 2024 – Present

Curated and delivered content across the internal communications channel matrix to promote the activities and successes of the Estates Division and worked with the senior leadership team to plan future communications strategies and associated content.

- Collaborated with stakeholders across the University to compose multimedia messaging for key programmes, projects and events for diverse audiences within a multi-disciplinary environment.
- Led the creation of tailored, inclusive and accessible content that engaged internal audiences and fostered a sense of community and shared purpose.
- Monitored communication activities, tracked impact and provided communications advice to colleagues.

### **CIPR Internal Communications / Volunteer, RSPB:** May 2023 – Dec 2024

In support of my CIPR studies, I joined the internal communications team of a national NGO as a volunteer working on the Brand Programme during a time of transformational change for the organisation.

- Engaged stakeholders in the new brand strategy through multimedia and interactive content that was tailored to key audiences and channels.
- Collaborated with project leads to obtain and share information for cascade ensuring consistent messaging and alignment across all levels of the organisation.
- Liaised with senior leadership and collaborated with internal communications colleagues to plan communications activities and track project progress.
- Measured success through qualitative feedback and quantitative data gathering that helped to refine the internal communications strategy and improve clarity.

### **Digital Marketing Lead, Caring Together Charity: Jan - May 2024**

Implemented a new digital marketing strategy and revised communications plan to highlight the charity's mission and raise awareness across social media.

- Gathered a bank of case studies, event coverage, staff profiles and volunteer stories to create a series of awareness campaigns.
- Collaborated with key teams to plan and schedule multimedia content ensuring content represented the brand, aligned with objectives and was tailored to the intended audience and platforms.
- Continued measurement of audience behaviour and adjustments to the content approach led to a substantial increase in engagement during the first quarter.

### **Senior Media Editor, Agility PR Solutions: Jul 2016 - April 2023**

Initiated and managed enhancement projects and media relations activities to ensure news distribution and media placement success, alongside managing the delivery of newsletters, marketing collateral and industry insights to influence business decisions and strategies.

- Trained and mentored a team of over 30 analysts on journalist profiling achieving a 98% success rate for news distributions.
- Continued development of two specialist newsletters resulted in a subscriber base of over 90,000 stakeholders.

### **Media Researcher, PR Newswire: Oct 2007 - Jul 2016**

Sourced media contacts across the UK for targeted news distributions and later, assisted with interviews for the research team and delivered training for new staff. Alongside my role, I worked with key teams across the organisation to craft stories for the internal communications bulletin and was selected, by the CEO, to join a team of five from across the organisation to develop an employee growth and development initiative.

### **Broadcast Journalist, Freelance: Aug 2006 – Dec 2011**

Compiled and presented news, sport, weather and traffic bulletins at local broadcasting outlets across multiple counties and provided cover for news editors during holidays. Included video reporting and interviewing for a local online video channel working with the emergency services, educational institutions and charities.

### **EDUCATION:**

#### **2024: CIPR Internal Communications**

Cambridge Marketing College  
(Level 7)

#### **2003: BA (Hons) Journalism**

University for the Creative Arts  
(BJTC Accredited)