

LIZ BELL

Freelance copywriter and editor

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Experienced copywriter and editor with a background in science communication, broadcast journalism and PR, specialising in the public and non-profit sectors.

What clients say:

"Liz is an exceptional copywriter. We were blown away by how on-point she was in revamping our website copy and the creation of new collateral. Very conscientious and flexible as well."

"It has been a pleasure working with you on this project and I genuinely think you are one of the best copywriters we have ever worked with."

"I absolutely love the leaflet – I had a big tear in my eye reading it! You have such a great way with words and you really 'got it' with who our charity is."

Selected client list:

The Royal Society 2020

- Researching and writing a series of profiles of famous scientists with disabilities, as part of the Society's 'Diversity in Science' initiative.

Birmingham St Mary's Hospice 2020

- Editing and formatting this regional charity's annual report for the Charity Commission.

UK Public Health Register 2019 - 2020

- Development and implementation of a publicity campaign to increase employer engagement with the client's Practitioner Registration Scheme, including production of all campaign collateral.

Defra 2018 - 2019 (various)

- Editing and proofreading final reports from various independent reviews to influence government policy, inform industry practice and increase public knowledge of specific sectors.
- Editing campaign collateral for an award-winning campaign to boost exports of British produce.

Birmingham Law Society 2018 - 2019

- Writing press releases, news and feature editorial (for publication in press titles such as *Law Society Gazette* and *New Law Journal*) to raise the regional and sector-wide profile of BLS.
- Complete overhaul of web copy for new website, including tone of voice development.

Equality Now 2018

- Writing and editing copy for a new website for this international human rights charity.
- Producing campaign collateral, including editorial for international press distribution, celebrity supporter interviews, case studies and supporter on-boarding emails.

Greater Birmingham and Solihull Local Enterprise Partnership 2017 - 2018

- Editing copy for both lay and professional audiences, including for the client's 2016/17 and 2017/18 Annual Reports and for various strategic framework reports.

University of Birmingham 2016 - 2017

- Freelance press office support to achieve national and regional press and broadcast coverage of science, technology and engineering research at the university.

Other relevant experience and skills:

PR and marketing

- Experience planning and managing digital marketing campaigns, using PPC and social media to help clients reach new audiences online.
- Extensive business, public and third sector media contacts and excellent PR management skills, helping clients to raise their profile with regional, national and international press coverage.

Training and strategy development

- Development and delivery of communications training for non-profit organisations, with topics including communications strategy development, storytelling, media relations, and social media.
- Regularly provide strategic communications consultancy for start-ups and non-profits.

Television production (BBC & various independent production companies)

- Before moving into freelance copywriting, I was a television development producer with experience in specialist factual, features and documentaries for UK and international channels.
- I secured commissions for production companies including BBC Bristol, the BBC Natural History Unit, 360 Degree Films (Melbourne, Australia) and Tigress Productions (Bristol).

Science/technology journalism

- As a freelance science writer, I have had features commissioned by titles including the British Science Association's *People and Science*, *New Media Age* magazine and *Plus* maths magazine.
- I have received awards for popular science writing, including twice being named runner-up in the BASF Daily Telegraph Young Science Writer Awards.

Technical

- Extensive knowledge, understanding and application of SEO writing and design principles.
- Website content management skills, including experience with WordPress CMS.
- Graphic design and publishing skills, including experience with Adobe InDesign/Photoshop.
- Basic video production and editing skills, including experience with Final Cut Pro/iMovie.

Education:

Sept 2004 – July 2007
BSc Biology Hons –2(i)
University of Bristol

Sept 2007 – Nov 2008
MSc Science Communication (Merit)
University of the West of England, Bristol

References and portfolio:

Available on request – further client testimonials available online at www.lizbellmedia.co.uk