



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:

Equality Now 2018 – 2021 (various projects)

- Writing and editing web copy and campaign collateral for this international human rights charity, including case studies, celebrity interviews, and editorial for international press distribution.

The Aurora Group 2021 – present

- Brand positioning and copywriting for a portfolio of independent providers of education and support services for children and young people with special educational needs and disabilities.

University of Reading 2021

- Production of a series of academic case study summaries to illustrate research engagement and impact across university departments including science, humanities, modern languages, and law.

UK Public Health Register 2019 – 2021

- 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 – 2021 (various projects)

- Copywriting, editing and proofreading reports, campaigns, and review summaries; to influence government policy, inform industry practice and increase public knowledge of specific sectors.

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 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.

Royal Society for Blind Children 2017 – 2018

- Writing web copy, campaign collateral, and editorial features for publication in *SEN Magazine*.

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.
- Regular provision of strategic communications consultancy for start-ups and non-profits.

Television production and journalism

- Development and production of specialist factual, features and documentaries for BBC Bristol, the BBC Natural History Unit, 360 Degree Films (Australia) and Tigress Productions (Bristol).
- Freelance science writing for various print titles; twice awarded 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