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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

Brand and Business Communications: Jun 2025 – Present

Joined a multinational European corporation to cover brand and business communications across the UK market.

- Collaborate with the Group Communications Directorate to align local strategies with broader corporate objectives.
- Support internal and external communications, ensuring consistent brand messaging across all channels.
- Contribute to thought leadership and stakeholder engagement initiatives within the UK.

Communications Coordinator, University of Cambridge: Dec 2024 – Mar 2025

Curated and delivered content across the internal communications channel matrix to promote the activities and successes of the Estates Division.

- Collaborated with stakeholders across the University to compose multimedia messaging for key programmes, projects and events for diverse audiences within a multi-disciplinary environment. Utilised skills in photography, filming and editing.
- Led the creation of tailored, inclusive and accessible content that engaged internal audiences and fostered a sense of community and shared purpose.
- Worked with the senior leadership team to plan future communications strategies and associated content. Monitored communication activities, tracked impact and provided communications advice to colleagues.

CIPR Study Break & 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. Utilised skills in interviewing, photography, filming and editing.
- 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.

Media Researcher UK - Senior Media Editor USA, PR Newswire/Agility PR Solutions: Oct 2007 - 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.

Broadcast Journalist, Freelance: Aug 2006 – Dec 2011

Compiled and presented news, sport, weather and traffic bulletins at local broadcasting outlets across multiple counties to provide cover for news editors during busy holiday periods. Included video reporting and interviewing for a local online video channel raising awareness and promoting the work of the emergency services, educational institutions and charities within the local area.

EDUCATION:

2024: CIPR Internal Communications

Cambridge Marketing College
(Level 7)

2003: BA (Hons) Journalism

University for the Creative Arts
(BJTC Accredited)