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### **Profile**

CIPR-qualified communications strategist and certified PROSCI change practitioner with a cross-sector background spanning journalism, media relations, marketing, branding 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. Particular interest in the individual impact of change and the communications approach to support and drive change initiatives.

### **CAREER**

#### **Brand and Business Communications Contractor:** Jun 2025 – Present

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

- Collaborated with the Group Communications Directorate to align local strategies with broader corporate objectives.
- Curated and offered guidance on internal and external communications, ensuring consistent brand messaging across digital channels, at exhibitions and across UK sites. Also supported VIP visits, tours and filming sessions.
- Initiated and managed stakeholder engagement initiatives across the group such as the launch of a community brand channel that sparked conversation and increased engagement in brand initiatives.

#### **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 within a multi-disciplinary environment.

- Collaborated with the senior leadership team to plan future communications strategies and associated content, and delivered multimedia messaging for key programmes, projects and events.
- Led the creation of tailored, inclusive and accessible multimedia 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.

**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. Also completed a two-week residential placement at a flagship nature reserve and assisted with the annual calendar competition 3 years running.

- Engaged stakeholders in the new brand strategy through multimedia and interactive content that was tailored to key audiences and channels.
- Collaborated with project leads across the organisation to obtain and share essential information across all levels of the organisation.
- Liaised with senior leadership to plan communications activities and track project progress.
- Measured success through qualitative feedback and quantitative data gathering that refined the internal communications strategy and improved 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 of support services 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 motivated me to adjust the approach leading to a 100% increase in social media engagement during the first quarter.

**Media Researcher - Senior Media Editor, PR Newswire/Agility PR Solutions:** Oct 2007 - April 2023

Initiated and managed enhancement projects and media relations activities to ensure press 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:**

**Change Management,** Dec 2025

PROSCI Change Practitioner  
(Certification)

**CIPR Internal Communications,** Sept 2024

Cambridge Marketing College  
(Level 7 Diploma)

**BA (Hons) Journalism,** June 2003

University for the Creative Arts  
(BJTC Accredited)