

CURRENT ROLE

Content Strategist, One Further

I work as a content strategy consultant to clients across the cultural sector for the agency One Further.

January - December 2020, Digital Media Content Manager, National Museums Scotland (short term contract)

In this role I **managed** the team that looks after the **website, blog and social media**. At the start of the year I developed a new **content strategy**, which I then swiftly adapted once the Museum closed in March. In the time of closure we successfully exceeded previous engagement stats across all our **social** channels by using our collections to generate empathy, and by providing ways to serve the museum experience virtually: like curator-led virtual tours of our galleries and Ask Me Anythings with our subject specialists.

February 2019 - December 2019: Digital Content and Analysis Manager, Oxford University Museum of Natural History

Following my work for the Gardens and Museums at Oxford University a permanent role was created for me at the Museum of Natural History to span **audience development, evaluation, in-gallery digital** as well as lead on **web and social media strategy**. I moved as my partner secured a permanent job in Newcastle.

July 2016- February 2019: Project Lead and Web Content Manager, Ashmolean Museum.

In this role I was responsible for re-envisioning and relaunching the Ashmolean site (which went live in September 2017). The project involved leading a large **user research** piece, auditing existing content and developing a new **content strategy**, rewriting or writing content from scratch. We worked in parallel with the development team to develop webpages that met the needs of our user stories and could be translated into intuitive and flexible templates. I launched a Digital Knowledge Group to **train the Ashmolean workforce** from across the departments in web best practice. I wrote **style guides and CMS training documentation** and oversaw over 1,000 new pages, and over 3,000 unique images and pdfs.

Following the successful launch of the Ashmolean site (www.ashmolean.org) I rolled out a technical solution to 4 other units: the **Oxford Botanic Garden and Arboretum, the Oxford University Museum of Natural History, the Pitt Rivers Museum and the History of Science Museum**. During the project 3 of these Museums had new **rebrands**. My task in this phase was to maintain the character of the individual units whilst expressing that they were part of a family of visitor attractions in Oxford.

In this phase of the project I also **co-managed a new tranche of content editors** and defined a 'train the trainer' plan so that the individual units could own the content strategy once the site had gone live and the needs of staff evolved.

PAST

April-July 2016: Digital Marketing Manager, Echobox

I was tasked with generating more inbound links for the **tech start-up** Echobox. I launched their [Insights blog](#), redesigned and rewrote the recruitment page and defined their **social media strategy**.

September 2014 - April 2016: Digital Content Editor, Public Affairs, University of Oxford

In this role I developed a [series of interviews](#) with leading academics from across disciplines under questions I found interesting: such as 'How to live a happy life?' I also ran the University's **social media** and launched the Instagram channel (at the time the most popular UK university on the platform). In this post I learnt to use **Adobe** suite, take professional headshots and had a week training course in video shooting and editing.

Aug 2012 - Sep 2014: Content Strategist and Project Manager, Reading Room Singapore (now 'Adelphi Digital')

I started work in a fast-paced agency environment, initially as a Project Manager but soon specialising in content projects and Google **Analytics**. I worked for 3 months in the London office before being flown out to work in the **Singapore** office with the CEO. I then relocated to Singapore and worked there for 18 months.

I was then flown back from Singapore to work permanently in London with a new client; the **Government Digital Service (GDS)**, transitioning content from vast **gov.uk** sites into new, standardised templates and **content design**.