

Key Skills

Commissioning

Experienced at commissioning, developing and delivering books, audiobooks and digital content. Researching market opportunities, reviewing submissions, creating proposals and costings for acquisition meetings, working with freelancers and agencies.

Editing

Excellent editorial judgement, able to shape stories for maximum impact and clarity, working collaboratively and sensitively with writers. Experienced at copy-editing and proofreading (including use of BSI symbols).

Project management

Managing complex projects to budget and to deadline. Working collaboratively with a team to deliver outcomes. Time-management and resolving problems quickly.

Metadata

Publishing metadata management, optimisation and distribution. Knowledge of BIC, BISAC and Thema. Understanding of ONIX. Embedding metadata in ebooks, audio, video and web. Automating feeds and processes.

Digital publishing

Working with apps, ebooks (EPUB/mobi, reflowable, fixed layout and enhanced), audio and video downloads (Audible, MP3, MP4 etc.)

Digital marketing

Experienced in developing SEO and content marketing strategies. Creating, uploading and promoting blogs, podcasts, articles and videos. Managing social media (Twitter, Facebook, YouTube, Google+, Hootsuite). MailChimp, SurveyMonkey, Google Analytics, AdWords.

Coding

HTML, CSS, JavaScript and jQuery. WordPress skills including theme development, custom post types and taxonomies. Working knowledge of PHP, Ruby on Rails, cPanel, Git, and UNIX command line. Good understanding of UI/UX, IA, APIs, and REST architectures.

Software

MS Office (Word, Excel including pivot tables and vlookups, Outlook, PowerPoint), project management (Basecamp, Teamwork, Trello, Slack), databases (Access, FileMaker, Biblio3), Adobe CS (InDesign, Photoshop, After Effects).

Employment history

Product Developer (Children & Youth)

Scripture Union

Aug 16

I worked as a commissioning and development editor for a specialist publisher:

– Mar 17

- **Commissioning, developing and delivering books and resources** including LifeBuilder study guides, Bobby Bible Tales series of board books, 40 Days prayer journals and Daily Bread quarterly magazine.
- **Working creatively with authors and illustrators**, including courting potential talent; editorial input and development; communicating schedules, edits and revisions; getting input and approval on cover designs and marketing plans.
- **Collaborating internally** with sub-editors, sales & marketing and production to ensure that books are feasible and fit for the market, with realistic schedules.
- **Building relationships externally**, such as other publishers for buy-in and co-edition opportunities, bookshops for input on book ideas and cover artwork, and with other organisations for partnership opportunities.
- **Researching market trends and opportunities** within both the general and specialist book trade, by attending events, monitoring social media, reading trade publications, visiting shops, doing audience research using SurveyMonkey and so on.
- **Project managing** the migration from legacy in-house systems to Bibliocloud, a modern web-based publishing management system.

Digital Content Manager

Scripture Union

Mar 15

I managed the creation and distribution of written, audio/visual and multimedia content across Scripture Union's digital publishing portfolio, including:

– Jul 16

- **Creating and managing online resources and materials**, including InDesign layouts, editing audio and video, creating augmented reality content for Easter and Christmas comics, and uploading content to SU digital platforms.
- **Managing the online shop**, ensuring that listings were accurate, up-to-date and compelling; enhancing product listings with landing pages, videos and samples.
- **Overseeing the online WordLive community**, including managing social media accounts, moderating discussions, and responding to reader feedback.

- **Working effectively with external companies**, including putting podcast recording out to tender with studios, gaining a 30% cost reduction while increasing quality.
- **Improving processes and efficiency**, e.g. automating population of webshop catalogue via CSV import; setting up InDesign data merges to populate templates.
- **Driving digital transformation** as member of Digital Transformation Project team, working collaboratively with an external web agency to redevelop brand, develop user journeys, and specify technical requirements for SU's new brand and website.
- **Expanded ebook distribution** by researching, proposing and implementing a switch to Faber Factory as distributor, increasing sales and revenue.

Assistant Editor, Digital

Hodder & Stoughton

May 13

I was responsible for Hodder's audiobooks, backlist ebooks and digital projects:

– Mar 15

- **Participating in editorial team meetings** including feeding back on submissions, reporting on backlist ebook projects and advising on audio editions.
- **Negotiating rights**, such as pursuing ebook rights for backlist titles, and liaising with US publishers on audio rights and use of recording masters for certain titles.
- **Managing multi-channel products**, such as NIV Audio Bible (80 hours long!) across MP3 CD, digital audio, enhanced ebooks and app, ensuring consistency and quality.
- **Developing enhanced ebooks** such as Chris Ryan Extreme and Tweet of the Day, working with agencies and freelancers for creating audio and video, and preparing digital files to Kindle and iBook format specifications.
- **Representing audio and digital in brand meetings** for key authors such as Stephen King, and supporting marketing by creating digital media assets.
- **Testing and developing apps**, including the Art of Thinking Clearly, NIV Bible, Cloudspotter and Think Like Churchill apps, working with external developers.
- **Initiated the Hodder Podcast**, working with editors, marketing and publicity to record author interviews and readings for posting to Soundcloud and iTunes.
- **Contributing to Hodder's online communities** by writing articles, creating podcast content and taking part in events like the Hodderscape Book Club.
- **Dealing with confidential info and embargoed material**, such as Alex Ferguson's autobiography, ensuring high security, with encryption and secure physical storage.
- **Schedule management**, setting up and maintaining titles on Biblio3, balancing workload and ensuring materials delivered to Production on time.

Search Engine Marketing Consultant

Orantec

Feb 12

I worked as an SEO and marketing consultant for a wide range of this web development agency's clients, from online retailers to local businesses and international organisations:

– Apr 13

- **Building strong client relationships**, understanding their needs, explaining SEO concepts and marketing strategies, and delivering regular reports.
- **Team working and leadership**, collaborating with colleagues; supervising and training other team members and interns and monitoring their performance.
- **Strategic and creative thinking**, including developing SEO strategies, inventing characters, devising competitions, ideas for blog and social media content.
- **Optimising IA and UI**, including restructuring sites and editing ASP.NET templates, to make them as easy and accessible as possible both for search engines and users.
- **Managing content**, across site pages, blogs and social media to fit with campaign objectives, to create engagement, drive traffic, capture data and increase sales.

Digital Assistant

Seren Books

Dec 11

Fixed-term project with an independent literary publisher to establish their ebook list:

– Feb 12

- **Establishing workflow** and technical procedures for ebook production and conversion, testing software, writing documentation, and training staff in its use.
- **Ebook conversion** of backlist titles to create EPUB and mobi files, from InDesign, Quark and PDF formats, through a mix automated conversion, use of regular expressions and manual checking & correcting.
- **Working with editors and marketing team** on ebook requirements, and informing and advising them on ebook creation, distribution and publicity.

Education

MA English Literature (Distinction)

Cardiff University

2010–11

BA English Literature & History (2:1)

Cardiff University

2004–07

A-Levels: English (A), History (A), Psychology (A)

Coleg Meirion Dwyfor

2002–04

AS-Level: Maths (A)

GCSEs: 8 x A*, 2 x A, 1 x B

Ysgol y Gader

1997–02