

CONTACT DETAILS

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PERSONAL PROFILE

A journalist with over 15 years' experience as an editor, feature writer, copywriter and sub-editor in print and online for women's magazines, charities and national newspapers. A strong track record in planning, researching, commissioning, writing, editing and proofreading content. Experienced at creating e-newsletters, social media campaigns, designing and uploading web pages using a CMS, writing SEO copy and organising photo shoots. Key areas of interest: food and travel.

EMPLOYMENT HISTORY

October 2016-present **Freelance journalist, editor and copywriter**

August-October 2016 **Editor, *Tesco's Festive Food to Order* brochure (Cedar Communications)**
See: www.tesco.com/festive-food

Key skills

- Editorial lead, taking key decisions on content, design, feel and tone of voice.
- Managing the work flow of four members of staff (chief sub-editor, sub-editor, designer and art director) to meet deadlines within budget, which we achieved.
- Writing editorial content for target audience.
- Creating and managing the flat plan and taking in changes.
- Diplomacy and negotiation during client liaison meetings regarding picture/copy revisions.
- Overseeing online content.

March 2016-August 2016 **Freelance journalist, editor and copywriter**
Working shifts for magazines including: *Bella*, *Woman's Own*, *Woman's Weekly* and *Spirit & Destiny*.

January 2015-March 2016 **Multi-channel editor, Diabetes UK (Enjoy Food)**

See: www.diabetes.org.uk/enjoyfood

Editor of the charity's healthy eating section of the website, which gives people with any type of diabetes advice, tips and support on eating and drinking to manage this complex condition.

Key skills

- Planning, researching, idea generation, commissioning, writing and editing monthly content.
- Designing pages and uploading content to the website using the CMS (Episerver).
- Rewriting content using SEO principles to drive more traffic to the website: **page views increased from 55,952 in Jan 2015 to 3,993,007 in Dec 2015.**
- Writing a monthly e-newsletter: **sign-ups increased from 144 in Jan 2015 to 10,459 Dec 2015.**
- Picture research for web pages and website carousels.
- Creating and designing website carousels to promote *Enjoy Food* content across the charity.
- Managing the monthly social media plan: writing posts for Facebook and Twitter and creating short videos for Vine and Instagram with a freelance graphic designer.

- Editor of *The Enjoy Food Guide*, Diabetes UK's food-related printed resource: **target reach: 93,000 copies; actual reach: 506, 013 copies.**
- Managing the *Enjoy Food* recipe finder www.diabetes.org.uk/recipes
- Responding to enquiries from the Diabetes UK press office and uploading news stories.
- Managing the project budget.
- Project managing cookery photo shoots, including basic food styling.
- Writing, editing and proofing content for other projects, including the members' magazine, *Diabetes Balance*, plus fundraising, direct marketing and campaign materials.

July 2002-January 2015

See: www.takeabreak.co.uk

Part-time sub-editor, H Bauer Publishing (includes nine months as Chief sub-editor) and freelance writer

Part-time sub-editor in the women's lifestyle hub, working across *Take a Break* monthly, the cookery titles *Eat In* and *My Favourite Recipes* and the short story magazine, *Fiction Feast*.

Key skills (sub-editor):

- Fact checking and rewriting copy, removing spelling and grammatical errors.
- Writing (amusing) headlines, stand firsts and picture captions.
- Checking copy adheres to house style/brand guidelines.
- Editing copy to fit using InDesign.
- Checking pages off against the magazine's flat plan.
- Proofreading completed pages and work of colleagues.
- Liaising with reporters/feature writers and using judgment to refer stories to lawyer.
- Rewriting stories to length.
- Subbing recipes and cookery features.

Key skills (chief sub-editor, maternity cover):

Managed the editorial department for nine months. This also included:

- Managing a team of three sub-editors and freelancers.
- Flat-planning all issues with the editor, making sure there was a good balance of editorial/advertising/promotions.
- Set copy and production deadlines.
- Prioritising work of team to meet deadlines and monitoring workflow.
- Writing cover lines (for the magazine's cover).
- Checking printer's final proofs for press, making editorial/budget decisions about corrections.
- Checking and signing off promotional competitions with Promotions manager.

Key skills (freelance writer):

My freelance writing work included feature and travel writing for magazines and editing and writing work for charities. Highlights include:

- **Travel features:** Bermuda; Universal Studios, Florida; Loire Valley, France; Florence city guide, Italy; Glasgow, Scotland; Sorrento, Italy; Glamping in Somerset and Butlins Bognor Regis.
- **Charity publications:**
 - **Place2Be:** proofreading annual report (2013/14).
 - **Diabetes UK:** freelance editor on *Diabetes balance* (members' magazine).
 - **Christian Aid:** freelance editor and proofreader: *Monitoring Government Policies; A toolkit for Civil Society Organisations in Africa* and *Taking Liberties: Poor People, Free Trade and Justice*
 - **Healthlink Worldwide:** Writer and editor of the *Poverty and Health* booklet

EDUCATION AND QUALIFICATIONS

Goldsmiths College, University of London	BA (Hons) Social Anthropology: 2:1
London College of Communication (now London University of the Arts)	Certificate in Production Journalism
Ealing College of Higher Education	HNC in Business Studies and Finance
Bennett Memorial School, Tunbridge Wells, Kent	A levels English Literature, History and Business Studies GCSE-equivalents Eight including English and Maths

PROFESSIONAL TRAINING/OTHER INFORMATION

- Fully trained on Adobe InDesign, Microsoft Office, CMS (EpiServer), working knowledge of Adobe Photoshop.
- *Writing for the Web*, London College of Media and Journalism.
- *Nuts & Bolts of Copywriting*, Quietroom/Diabetes UK.
- *Project Management*, Diabetes UK.
- Member of the Guild of Food Writers.
- Member of the Guild of Health Writers.
- Member of the National Union of Journalists.
- Individual Member of Charity Comms.
- Trustee of The Vegetarian Charity and member of the Finance Committee.
- Typing speed: 70wpm.

REFEREES AVAILABLE ON REQUEST