

Confidential

# Résumé

**Chris Northey**

Content Producer

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# Chris Northey

Published and successful professional content and copy writer within the education and media industries with proven experience writing for digital and print as well as different target markets

## Profile

- Over 10 years' experience creating digital and print content in the education, media and games industries in the UK and Australia
- CMS experience using a variety of different systems
- Social Media Marketing
- Worked at Saatchi & Saatchi and other advertising agencies as a copywriter
- Worked at the BBC as a Development Content Producer
- PGCE, DELTA and CELTA qualified
- Fluent in French, German and Spanish

## Key Competencies

### Idea Generation

Responsible for organising and leading creative thinking workshops I have edited raw ideas using them to develop and write content for websites; print articles for various publications, integrated advertising campaigns and proposals for numerous television shows.

### Writing Skills

From writing concise, engaging traffic - driven website content and feature articles to detailed proposals I turn blueprints for ideas into well-crafted, informative pieces and write in a strong, emotional and entertaining tone to suit the genre and company.

### Research Skills

Using a variety of resources I efficiently uncover compelling stories and facts, turning them into engaging and emotive pieces of content backed up by reliable and accurate sources.

### Organisational Skills

I always meet my deadlines, prioritise my workload and update detailed contributor and source lists for all projects keeping everybody informed of the latest developments as well as organising regular brainstorming and idea development sessions.

## Employment Summary

<b>Jun 2013 – Present</b>	<b>Educational Content Producer, Centre for English Language Studies &amp; The Leeds School of English, Leeds</b> Devising and writing educational and promotional digital and print content for brochures, leaflets and website pages as well as implementing social networking strategies for both these private English Language Schools.
<b>Mar 2013 – May 2013</b>	<b>Interim Content Editor Lloyds Banking Group, Leeds</b> As Content Editor I produced intranet and print material for the initial stages of the Lloyds Bank HR Transformation Programme
<b>Nov 2012 – Feb 2013</b>	<b>Freelance SEO Copywriter, Melbourne and Leeds</b> Responsible for researching and writing original content for a variety of different clients writing online articles, guest blogs and the optimisation of content for websites
<b>Apr 2011 – Oct 2012</b>	<b>Freelance Copywriter, Tennis Australia, Melbourne, Australia</b> Pitching and writing feature articles for Tennis, the number 1 national and internationally recognised tennis magazine in Australia
<b>Feb 2005 – Feb 2011</b>	<b>Content Development Producer, BBC, London</b> Working at high-profile Television companies including the BBC I was responsible for researching, conceptualising, developing and writing proposals for new multi-platform content

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| <b>Jun 2001 – Feb 2004</b><br><br>company | <b>Freelance Content Producer, Babel Media, Brighton</b><br>Creating online content for this international games   |
| <b>May 1999 – May 2001</b>                | <b>Online Content Producer, Sega Europe, London</b><br>Creating online content for Sega's Dreamcast  |
| <b>Aug 1995 – Jan 1999</b><br><b>UK</b>   | <b>Advertising Copywriter, various Advertising Agencies,</b><br><br>Devising and writing engaging copy and campaigns for various clients at agencies such as Saatchi & Saatchi |

## Relevant Experience

### Educational Content Producer, Leeds

#### Key Responsibilities

- Originating and adapting content for educational websites including writing video scripts
- Project managing the delivery of external content to strict deadlines
- Devising and implementing social media strategies
- Conceptualising and writing marketing material
- Updating and editing content using Wordpress and Joomla Content Management Systems

#### Key Achievements

- Rebranded and produced content for a new English Language School Website, the Leeds School of English
- Conceptualised and produced content for a new Educational Exam Website

### Freelance SEO Copywriter, Leeds

### **Key Responsibilities**

- Researching topics and keywords in response to project briefs before adapting them into traffic - driven content
- Using various brainstorming techniques to find creative solutions and concepts for writing blogs, articles, press releases to link back to client websites
- Proofreading and editing content using Copyscape and Word
- Managing SEO Content strategies and Social Media Marketing for client websites
- Researching and formulating ideas for great content to help deliver the Lloyds Bank Transformation journey to different audiences using a variety of materials

### **Key Achievements**

- Continually writing original, engaging and grammatically correct content for a variety of clients and subjects ranging from tourism and finance to motoring and retail
- Won new business account for jewellery website implementing SEO content strategy

### **Freelance Copywriter, Melbourne**

#### **Key Responsibilities**

- Creatively responding to copy briefs for clients turning complicated concepts and terminology into fun easy to read copy.
- Researching key words using Google ad words and analytics as well as website metadata to create SEO centred copy.
- Researching and confirming facts online and offline to make the content factually accurate.
- Pitching innovative and entertaining feature and other content ideas to the editor for publication
- Writing in a tone to suit the client and the subject matter of the content.
- Proof reading and checking copy for grammatical errors and spelling mistakes
- Brainstorming ideas for developing new business and content

#### **Key Achievements**

- Wrote creative SEO centred website copy for Airtec, a leading air conditioning company in Melbourne

- Co-developed website functionality and design for start-up educational website ieltsonlineschool.com
- Originated website copy and wrote easy to follow educational content for ieltsonlineschool.com using the Joomla content management system
- Wrote feature articles in various monthly issues of Tennis Magazine including articles on tennis superstitions, tennis lingo and tennis statistics for the London Olympic Issue.

### **Content Development Producer, BBC, ITV and Various Production Companies, UK**

#### **Key Responsibilities**

- Organising and managing creative thinking sessions to build a bank of potential ideas and content for new and existing programmes and platforms.
- Researching content and finding contributors to develop programme proposals
- Writing compelling, grammatically accurate and punchy proposals for new television show content to pitch to commissioning editors
- Writing blogs and threads on forums using different tones of voice to promote new shows
- Filming and editing taster tapes to show as part of programme pitches to commissioning editors

#### **Key Achievements**

- Developed new content ideas to be included in existing TV shows on BBC and ITV
- Successfully led creative thinking sessions to consistently deliver a slate of new ideas and content for programmes.
- Wrote engaging detailed proposals and concise creative titles for shows in development to be considered for commission.
- Organised and contributed to running pilot shows prior to commission.

### **Freelance Content Producer, Babel Media, Brighton**

#### **Key Responsibilities**

- Originating new online content for various clients in the gaming industry such as innovative online questionnaires and game reviews.
- Writing and developing content using a witty and fun tone of voice as to appeal

to the target market

- Originating and pitching viral marketing campaigns for clients including Hasbro
- Promoting ideas and writing content on forums, blogs and in chat rooms to engage and interact with users

#### **Key Achievements**

- Published several creative online questionnaires adding to clients' online profiles
- Wrote informative and witty game reviews for new release games creating a strong user following.
- Originated and pitched a dating website called Isawyou.com

#### **Online Content Producer, Sega Europe, London**

##### **Key Responsibilities**

- Writing and developing content in line with Sega's company policy and guidelines
- Devising copy and content for publication on Sega's Online Community using a content management system.
- Updating and editing existing content checking for grammatical errors.
- Interacting and informing users of competitions and new game releases through chat rooms, forums and blogs.
- Working in a team to develop ideas for competitions and new website functionality such as avatar creation, user generated content and online polling.
- Managing and responding to user feedback via email in English, French, German and Spanish.

##### **Key Achievements**

- Generated popular entertaining and informative content as voted by users on Sega's Online Community
- Developed and contributed to key features of website functionality for users including creating new virtual environments for users.
- Organised and managed competitions for users both online and offline.

#### **Advertising Copywriter, Various Agencies, UK**

##### **Key Responsibilities**

- Responding creatively to advertising briefs from clients to produce concepts and

copy for campaigns and individual advertisements in different media.

- Working with an Art Director to further develop concepts for print and production.
- Writing engaging and informative copy across different platforms in line with the brand image and advertising idea.
- Pitching advertising concepts direct to the client in the form of presentations, taster tapes and storyboards.
- Proof-reading text before publication for grammatical errors.

### **Key Achievements**

- Worked at several high profile advertising agencies including Saatchi & Saatchi, McCann-Erickson and Cogent Elliot.
- Increased brand awareness and sales for national and local clients by devising and writing creative effective copy such as Cadbury's Jестive Biscuits, Hammonds Furniture and Anglian Water.
- Contributed to winning new business accounts for creative concepts for Intersport, Toby's Restaurants and Cadbury's Minis.

### **Qualifications & Professional Development**

<b>2009</b>	<b>Postgraduate Certificate in Education</b> Bradford College
<b>2005</b>	<b>Postgraduate Diploma in Writing for the Screen</b> Leeds Metropolitan University
<b>1995</b>	<b>Postgraduate Diploma in Advertising Copywriting</b> Watford College
<b>1994</b>	<b>BA HONS Modern Languages with Business</b> University Of Swansea
<b>2002</b>	<b>TEFL Certificate – Elite College, London</b>

### **Additional Information**

**IT Proficiency**

Microsoft Office – Word, Excel, Outlook,



PowerPoint, basic Adobe Photoshop

Google Ad words, Analytics and various  
Content Management Systems including  
Joomla and Wordpress

**Languages**

Fluent in French, German, Spanish

**Interests**

Tennis, Quizzes and Travel

**Referees**

Available On Request