

STEPHANIE LOWE

Editor | Writer | Creator | stephanielowe.me

A print and digital journalist with 10-years' experience across national titles. Experienced in SEO and GA competent, I've worked across multiple brands, platforms and audiences and have a strong understanding of HTML as well as a working knowledge of various content management systems.

After a decade in the industry I have extensive knowledge in several fields, across both print and digital media – including interiors, fashion, food, and beauty.

I have a commercial background and am comfortable meeting client contractual obligations as well as commissioning, writing and editing. I also have an address book crammed full of lifestyle PR contacts.

Finally, not only do I have a sense of humour (often needed) I'm also a firm believer that sharing a cuppa is the backbone to any team – you can't spell team without tea, right?

SKILLS SUMMARY

- ✓ A keen eye for detail
- ✓ Familiar with social growth
- ✓ Knowledge of working with clients
- ✓ Experience in digital writing and SEO
- ✓ Knowledge of GA and how to run reports
- ✓ Proven ability to work with and lead a team
- ✓ Ability to write to brand style, tone and pace
- ✓ Able to devise, implement and follow strategies
- ✓ Experience in commissioning, editing and writing
- ✓ A keenness to offer ideas for the benefit of the brand
- ✓ Ability to craft content for both print and digital platforms
- ✓ Experience commissioning videos as well as overseeing the editing process

EDUCATION

Bachelor of Arts (Hons), Journalism & Public Relations 2:1, University of Bedfordshire, 2004 – 2008

8 GCSE's at C and above, including English and maths

PROFESSIONAL EXPERIENCE

SENIOR EDITOR

King Content / May – Present day (three-month contract)

I deal with two clients across both B2B and B2C. I plan, produce and track performance of both short - and long - form content. In addition, I take the lead on management of internal and client stakeholders, providing clear editorial direction.

I oversee all aspects of the editorial process including;

- Work in line with the strategic outlay
- Pitch strong, shareable, audience-specific content to the client
- Commission, edit and write content
- Liaise with sub editors
- Make client revisions
- Maintain beneficial relationships with clients

JOURNALIST & EDITOR

Freelance / Dec 2016 – May 2017

Created lifestyle content across many national titles, including The Sun, Woman's Own, Goodtoknow.co.uk, Woman & Home and Glamour.

ASSISTANT EDITOR, ESSENTIALS & GOODTOKNOW.CO.UK

Time Inc. / Dec 2014 – Dec 2016

A brand-level role across both print and digital. I created a successful craft on-shelf bookazine for Essentials – increasing revenue for Time Inc. I created, implemented and oversaw strategic campaigns across both platforms. And also took the lead on a successful, award-winning 'Kids Kitchen' franchise.

FAMILY, HOME & WELLBEING EDITOR, BT.COM

Press Association / Aug 2013 – Dec 2014

Followed client (BT.com) strategy guidelines to create engaging and informative content. Commissioned and oversaw editing of video content. Compiled weekly metric reports using GA.

ACTING LIFESTYLE EDITOR, WOMAN'S OWN & WOMANSOWN.CO.UK

Time Inc. / Dec 2011 – Aug 2013

Commissioned, edited and wrote for both digital and print. Worked collaboratively with editor and marketing team to progress strong digital campaigns.

LIFESTYLE WRITER, THE SUN TV MAGAZINE

News UK / Sept 2006 – Nov 2011

Worked closely with the Lifestyle Editor, contributed to features meetings, wrote articles and edited the weekly letters page.

REFERENCES

Available on request.