

# HAYLEY HAWES

[WWW.EDITORHAWES.COM](http://WWW.EDITORHAWES.COM)

## CONTACT

hayley@editorhawes.com  
linkedin.com/hayley-hawes  
[www.editorhawes.com](http://www.editorhawes.com)

## SKILLS

- Editing
- Flatplanning
- Commissioning designers, illustrators and journalists
- Writing copy
- Subbing copy and proofreading
- Social media management
- Understanding of SEO
- Writing and scheduling newsletters
- Photoshoot preparation and styling
- Covermount production process
- Liaising with buyers and suppliers
- Budget management
- Generating purchase orders
- Recruiting and training
- Attending press and trade shows

## SOFTWARE

- InDesign (Adobe Creative Suite)
- Excel, Word & PowerPoint (Microsoft Office)
- Drupal
- WordPress
- Wix
- Dotdigital
- Trello
- Sprout Social
- Hootsuite
- Canva
- Google Docs
- Google Analytics
- FileMaker (for purchase orders)

## PERSONAL STATEMENT

I'm a skilled copy editor and content writer with over a decade of experience in digital and print media. I am adept at feature writing and editing copy to a high standard, as well as crafting content for web and social. Through my background in magazine journalism, I also have a great deal of experience in commissioning writers, designers and illustrators for features, promotional material, and cover mounts.

I can manage a budget, organise photo shoots, and recruit and coach junior team members. Most importantly, though, I'm a positive, passionate and solutions-driven editor, who cares deeply about their audience and always strives to produce original and engaging content.

## PROFESSIONAL EXPERIENCE

### Content Editor, (freelance)

The Content Emporium, plus additional clients  
Oct 2020 – Present

I am currently working as a freelance content editor, primarily with Bristol-based content marketing agency, [The Content Emporium](#), but with additional ad-hoc work for clients such as: [Reader's Digest](#); [Pie Heart Studio](#) web design and [Big Star Copywriting](#). At The Content Emporium, I am a content editor for five outlet shopping centres, where I produce and schedule website news stories and newsletters, plus carry out regular website updates. I am also the managing content editor for Princesshay shopping centre in Exeter, where I write monthly blog posts and produce newsletters for their subscribers. For my role at TCE I use Wordpress and Drupal CMS, Dotdigital, Sprout Social and Trello.

### Website Copywriter, (volunteer)

Tree Aid  
Jul 2020 – Oct 2020

While furloughed from my role at Immediate Media I volunteered as a website copywriter for environmental charity, [Tree Aid](#). My work involved cutting copy down to a tight word count, ready to fit into the updated wireframe for their new website. I also ensured that all posts were search engine optimised, without removing important information about the charity's vital work in promoting sustainable development across Africa.

### Editor, Cardmaking & Papercraft, Quick Cards, The Premium Series Immediate Media

Jun 2016 – Aug 2020

For four years I was the editor of three titles within the cardmaking portfolio of craft magazines at [Immediate Media](#). During this time, I was responsible for managing and developing a talented team and working with freelancers and contributors. I oversaw a magazine redesign, managed a tight budget and collaborated with commercial partners and the sales team to produce branded cover mounts, advertorials and social media campaigns.

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## TRAINING

### **Integral Management Programme, 2018, Immediate Media**

Led by business consultant and behaviour analyst, Peter Field, the IMP 8-day training course is aimed at promoting effective communication by giving managers an understanding of their own approach and an ability to recognise traits in others. The course included a Myers-Briggs workshop, and covered models such as Tuckman's 'Stages of Group Development' and the Johari Window technique.

### **GDPR Training, 2018, Immediate Media**

As part of Immediate Media's GDPR compliance programme I was required to complete an Introduction to GDPR training course, which explained the principles behind the new GDPR laws and why the protection of personal data is becoming increasingly important.

## EDUCATION

### **Bath Spa University, 2004-2007** English Literature and Sociology BA Hons - Grade: 2:1

### **Truro and Penwith College, 2003-2004** Access to Higher Education (Humanities) Grade: Pass with Merit

### **Richard Lander School, 1991-1996** 9 GCSEs Grades: At C and above including Maths, English, Art and German

## PROFESSIONAL EXPERIENCE *continued*

### **Production Editor, Quick Cards** Immediate Media Dec 2012 – May 2016

During my time on *Quick Cards* magazine I was responsible for subbing raw copy, proofreading, interviewing designers and readers, sourcing competitions, managing the magazine's social media accounts, keeping the website updated and responding to reader enquiries. I also wrote headers and captions for the main features and sub-edited the editor's pages.

### **Production Editor, Cross Stitch Collection** Future Publishing Jan 2012 – Dec 2012

At *Cross Stitch Collection* I would contribute to commissioning ideas, source and write up all reader giveaways and product reviews and manage the magazine's social media presence, while monitoring the team's workflow and ensuring that each issue went to press free from error.

### **Assistant Editor, Bath Life & Cardiff Life** MediaClash Aug 2011 – Jan 2012

After being promoted from Publishing Assistant to Assistant Editor, I became responsible for sourcing news stories for the magazine, writing restaurant reviews, property reviews and shopping guides, plus the occasional celebrity or business-owner interview. I managed regular sections, such as the events pages, subbed all content and responded to reader enquiries. During this time, I was also the editor of MediaClash's quarterly magazines, such as the *Bath Life Food Guide* and *The Bath Life Wedding Guide, Wells Life* and *Frome Life*.

### **Publishing Assistant** MediaClash Nov 2009 – Aug 2011

As Publishing Assistant, I was responsible for compiling the events listings of *Bath Life*, *Salisbury Life* and *Cardiff Life* magazines, sourcing images and writing brief descriptions to highlight them. I also wrote the news pages, advertorials, property pages and the contents page for each of the magazines as well as the occasional feature. In addition, I was required to regularly update the websites for all five of MediaClash's city magazines through Wordpress CMS.

## REFERENCES

**Georgina Dalby**  
HR Manager, Our Media  
[Georgina.Dalby@immediate.co.uk](mailto:Georgina.Dalby@immediate.co.uk)

**Charlotte Laing**  
Founder & Director, The Content Emporium  
[charlottelaing@thecontentemporium.co.uk](mailto:charlottelaing@thecontentemporium.co.uk)