





# HAYLEY HAWES

## CONTENT EDITOR & WRITER

### CONTACT

-  07895 128537
-  hayley@editorhawes.com
-  www.editorhawes.com
-  Hayle, Cornwall

### SKILLS

- Commissioning writers, designers, and illustrators
- Writing for various media
- Social media management across multiple platforms
- Good understanding of SEO
- Newsletter writing and scheduling
- Photoshoot preparation and styling
- Covermount production
- Budget management
- Generating purchase orders
- Recruiting and coaching

### SOFTWARE PROFICIENCY

- Adobe Creative Suite
- Microsoft Office
- CMS (Drupal, WordPress, Wix, etc.)
- Salesforce Marketing Suite
- Email Studio
- Dotdigital
- Trello
- Sprout Social
- Hootsuite
- Canva
- Google Docs
- Google Analytics
- FileMaker (for purchase orders)

### PROFILE

I'm a copy editor and content writer with over a decade of experience in digital and print media, known for meticulous editing and creating engaging content.

Most recently, I was the Digital News Editor at the RSPB, where I focused on digital content and public engagement. I managed the Notes on Nature newsletter (1.3M subscribers) and led the website's news section, working closely with stakeholders and media teams to craft compelling stories. I'm proud to have boosted subscriber numbers by 100,000 in just six months.

My background in social media management includes growing Cardmaking & Papercraft magazine's Facebook following to over 50,000. As a freelance content editor, I managed social media using Hootsuite and Sprout Social, regularly editing assets with Canva and PhotoShop. I'm also skilled with WordPress, Drupal and Wix CMS and proficient at creating newsletters in Dotdigital and Email Studio.

My earlier career in print publishing gave me extensive experience in team management and commissioning content. I approach every project with a positive, collaborative, and solutions-focused mindset.

### WORK EXPERIENCE

#### Digital News Editor

Nov 2023 – Aug 2024

RSPB

- Edited the RSPB's flagship Notes on Nature newsletter (1.3M subscribers) and also led the RSPB website's news section.
- Collaborated with stakeholders and media teams to produce engaging conservation and nature news stories following a rigorous sign-off process.
- Worked alongside various campaigns teams to enhance digital output, driving donations, activism, and memberships.
- Developed new streamlined workflows for content production, including copywriting, SEO checks, and approvals.
- Increased newsletter subscriber numbers by 100,000 in 6 months.

#### Content Editor (Freelance)

Oct 2020 – Nov 2023

The Content Emporium, plus additional clients

- Regularly created promotional social media posts, website news stories, and newsletters for five outlet shopping centres.
- Acted as Managing Content Editor for Princesshay shopping centre, producing monthly blogs and newsletters on various seasonal themes.
- Proficient in WordPress, Drupal, Dotdigital, Sprout Social, and Trello.

#### Editor & Production Editor

Dec 2012 – Aug 2020

Immediate Media, Papercraft Portfolio

- Promoted from Production Editor to Editor of Quick Cards magazine, then to Editor of The Premium Series and flagship title, Cardmaking & Papercraft.
- Managed a talented team of editorial staff and designers, alongside regular freelancers, photographers and contributors.
- Planned and managed the content and cover gifts for each issue, editing all copy to a high standard.
- Took ownership of the brands' social media accounts, posting engaging content and carrying out community management.
- Oversaw a magazine redesign and collaborated with commercial partners and sales teams on branded cover mounts and campaigns.

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### EDUCATION

#### Bath Spa University

BA Hons in English Literature and Sociology

2004-2007

Grade: 2:1

#### Truro & Penwith College

Access to Higher Education (Humanities)

2003-2004

Grade: Pass with Merit

#### Richard Lander School, Truro

GCSEs

1991-1996

Grades: C and above, including maths, English, art, and German

### TRAINING

Integral Management Programme, Immediate Media, 2018

- Led by business consultant Peter Field, focusing on effective communication and understanding team dynamics.
- Included a Myers-Briggs workshop and models such as Tuckman's 'Stages of Group Development' and the Johari Window technique.

GDPR training, Immediate Media, 2018

- Completed an Introduction to GDPR training course as part of Immediate Media's compliance program.

### WORK EXPERIENCE CONT.

#### Production Editor

Jan 2012 – Dec 2012

Future Publishing, Cross Stitch Collection

- Took ownership of the subbing process for the magazine.
- Managed the magazine's social media presence.
- Monitored team workflow, ensuring issues went to press on time each month.
- Contributed to commissioning ideas for features and cross stitch projects.
- Sourced and wrote reader giveaways and product reviews.

#### Assistant Editor & Publishing Assistant

Nov 2009 – Jan 2012

MediaClash, Bath Life & Cardiff Life

- Sourced and wrote news stories, restaurant reviews, property reviews, and shopping guides.
- Sub-edited all copy throughout the magazines.
- Represented brands at industry events.
- Editor of various quarterly magazines including The Bath Life Food Guide and The Bath Life Wedding Guide.

### VOLUNTEERING

#### Brownies Unit Helper

Jan 2024 – Present

Girlguiding

- Supporting the Brownies Leader in providing activities for girls aged 7-10 including games, crafting, and story time.
- Helping girls to grow in confidence, learning to work together and communicate with one another effectively.
- Providing extra support for neurodivergent children, helping them to feel included and tailoring activities to their particular needs.

#### Website Copywriter

Jan 2020 – Oct 2020

TreeAid

- Volunteered as a website copywriter, cutting and rewriting copy for the organisation's new website.
- Ensured SEO optimisation while maintaining important information about sustainable development work.

### REFERENCES

#### Charlotte Laing

Founder & Director,  
The Content Emporium

✉ [Charlottelaing@thecontentemporium.co.uk](mailto:Charlottelaing@thecontentemporium.co.uk)

#### Alex Try

Director of Strategic Communications  
The RSPB

✉ [Alex.try@rspb.org.uk](mailto:Alex.try@rspb.org.uk)