



DIGITAL EDITOR

Data insights fuel my creativity, so that optimisation, timeliness and commercial objectives are implicit in my user-first approach to creating award-winning content.

I bring an incisive, strategic edge to create delicious online, video, recipe and social content across lifestyle platforms. I work with a network of chefs, photographers and influencers, so I can help brands make the trends, not just follow them.

HEAD OF FOOD CONTENT

Seven Publishing | 2016 - Present

This varied role includes managing two successful websites, working as Editor-in-Chief on our cookbook range, and taking the creative and strategic lead across all of Seven's food content and new business

STRATEGY: Develop recipe strategy, audience personas and crossplatform traffic-driving strategies. Insights and analytics (Omniture, GA, Hitwise) inform all content creation

COMMERCIAL: Oversee commercial partnership content delivery for clients including Alpro, innocent and Vita Coco

VISION: Innovate Sainsbury's most successful video, editorial and social strands. Develop brand guidelines for editorial, recipe photography and videos

MANAGEMENT: Lead and mentor a team of designers, developers, writers, subs and juniors. Editorial budget management

FOOD TRENDS: Write monthly and quarterly food trends reports

DIGITAL FOOD EDITOR

Homemadebyyou.co.uk | 2015-2016

Edited Sainsbury's pioneering new recipe website, with food news, trend-led features, innovative recipes and native commercial content

CONTENT: Managed editorial and social calendars to create mobile-first content, including breaking news stories.

MEAL PLANNING: Launched influencer meal plan content strategy

RESULTS: Award-winning website with 1.4million page views per month. Meal plans retained users for twice the site's average dwell time and pages per visit

EXPERTISE

STRATEGY & INSIGHTS

SEO

DIGITAL MARKETING

WEBSITE MANAGEMENT

TEAM LEADER

HIGHLIGHTS

INFLUENCER NETWORK

Chaired a Social Media Week panel discussion I organised with chefs Gizzi Erskine, Edd Kimber and Sabrina Ghayour

OUTSTANDING SOCIAL RECIPES

Created a Terry's chocolate orange fondant video for Facebook which had 4.9million reach and 9.4k comments

HAIRY BIKERS APP

Developed first recipe app for TV chefs aligned with UKTV show

JO WICKS VIDEO

Directed promotional video with The Body Coach, which had 316k views on Facebook and reached 1.3million followers on Instagram

DIGITAL CONTENT EDITOR

Sainsburysmagazine.co.uk | 2012 - 2015

Launched and managed Sainsbury's magazine's website and social media channels to create a distinctive digital brand

CONTENT: Created recipes, videos, blogs, newsletters and social content in response to website analytics and food trends. Evolved the site to optimise user journeys and maximise dwell time

SOCIAL MEDIA: Built an engaged social media community. Developed short-form video formats, which became Sainsbury's most-shared Facebook content. Launched influencer strategy

RESULTS: Grew website traffic to 1.4 million page views per month. Doubled pages per visit YoY and increased 25-34yr readership 10% YoY

MULTIPLATFORM FOOD EDITOR

Good Food Channel | 2010 - 2012

ONLINE: Led and executed SEO, social and commercial strategies to increase website traffic

EDITOR: Wrote optimised features, interviews, and newsletters. Commercial content creation. CRM and comment moderation

RESULTS: Increased uniques 30% YoY. Increased Facebook engagement 270% YoY. Improved UX and on-site search

FOOD WRITER & RESTAURANT REVIEWER

Freelance | 2008 - PRESENT

Sainsbury's magazine | 2013 - present

Review restaurants for magazine and online features

Time Out Guide | 2011 - 2013

Spanish and Portuguese specialist for *Time Out Eating and Drinking Guide* and TimeOut.com

Blue Tomato | 2009 - 2011

Launched new London food magazine and website

Freelance feature writer | 2008 - 2009

Food & Travel, Waitrose Kitchen, Cuizine, The Liberal

EDUCATION

MASTERS, FOOD & LITERATURE (Distinction)

University of British Columbia, Canada
Commonwealth Scholarship

B.A. (HONS) EURO, ENGLISH LITERATURE (First class)

University of Leeds
Erasmus Scholarship

REFERENCES ON REQUEST

AWARDS

OUTSTANDING EMPLOYEE
'Star' award for contribution to Seven Publishing, 2017

EDITORIAL INITIATIVE OF THE YEAR
Homemadebyyou.co.uk
PPA Digital Awards 2016

DIGITAL TALENT OF THE YEAR
Lisa Harris
PPAs 2015 (Nominated)

BEST USE OF SOCIAL MEDIA
Sainsbury's magazine
PPAs 2015 (Nominated)

LAUNCH OF THE YEAR
Sainsburysmagazine.co.uk
CMAs 2015 (Nominated)

AT WEEKENDS


SUPPER CLUB CHEF


SPANISH TRANSLATOR


MARATHON RUNNER


PROFESSIONAL HULAHOOPER

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