Dawn Gay
Freelance journalist

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A highly experienced freelance editor and journalist with over 20 years experience with online, broadcast and print media. I work on a range of high profile consumer, corporate, public sector and broadcast publications editing creating content and consulting on digital and editorial best practice

EDUCATION & TRAINING

Masters of Arts in Radio Journalism
Goldsmith's College, University of London

BSc (Hons) in Geography & Cartography
Oxford Brookes University

FREELANCE EDITOR & JOURNALIST (since 2003)

Current and on-going projects include:

• Writer for Google
• Editor for Global Payroll Association HR/payroll monthly B2B e-magazine
• Editor and writer for The Hague University of Applied Sciences
• Monthly features writing for Independent Community Pharmacist trade magazine
• Freelance digital editorial consultant for House of Lords

Past editorial clients include:

• Writer for Frommer's traveller publisher supplying copy for high profile travel clients including Travelsupermarket, Intercontinental Hotels Group, Hilton, hotels.com, Small Luxury Hotels of the World, Ryan Air, Best Western, Southeastern, KLM, Air New Zealand, Ramada Jarvis and First Great Western
• London correspondent for Bespoke luxury magazine
• Writer and digital content consultant for Centigrade digital agency
• Writer for Visit England, including Rugby World Cup city guides
• Web and social media content for Tesco Real Food at Cedar Communications
• Feature writer for Weightwatchers website
• Editor for Pearson educational content
• Writer for corporate clients including Linklaters, UBS, DaimlerCrysler and Mazars

KEY PROJECTS

Temporary web editor and freelancer on short-term editorial projects, House of Lords
Dec 2011 – Sept 2012

Key responsibilities:
• Writing and editing Lords' news output for the parliament.uk website
• Project managing new House of Lords corporate section of parliament.uk website
• Writing and editing daily tweets for @UKHouseofLords Twitter feed
• Working with internal stakeholders to improve House of Lords web content
• Managing weekly production tasks on Lords section of parliament.uk website
• Editing House of Lords Information office offline publications and brochures
• Writing headlines and editing weekly House of Lords What's On newsletter

Key achievements
• Launched new House of Lords branded section on Parliament website
• Worked on style guidelines and editorial process for Lords news online
• Improved overall output, quality and style of Twitter feed
• Redefined Lords news output on website, improving writing style of news

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Freelance journalist, Independent Community Pharmacist Magazine
2004 – present
Pharmacy trade monthly magazine

Key responsibilities:
• Delivering monthly 1,500-word features on pharmaceutical industry developments

Key achievements:
• Writing dynamic features, working within pharmaceutical law and writing with accuracy required for medical issues

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Project manager and editor, London Jewellery Week website
Nov 2008 – July 2009
Interactive website promoting London jewellery industry

Key responsibilities:
• Creating project brief and timelines for website and bespoke CMS
• Co-ordinating tender process for design agencies and managing chosen agency
• Managing Twitter feed and Facebook group
• Compiling and editing online content
• Writing blog posts for high profile London jewellery designers

Freelance web editor, ivillage.co.uk
Nov 2004 – October 2007
Women's magazine and community website

Key responsibilities:
- Writing, commissioning and editing content for Health, Relationships, Home and Garden and Food channels
- Enhancing images with Photoshop and creating image galleries
- Using Vignette CMS
- Compiling weekly newsletters

Freelance front-page editor, Yahoo
April 2007 – Sept 2007
Internet service provider portal

Key responsibilities:
- Out-of-hours editor responsible for updating main homepage promo
- Selecting and enhancing images in Photoshop
- Publishing via Yahoo CMS

Freelance web editor, BBC online
October 2004 – 2009

Key responsibilities:
- Writing and updating BBC Four website and homepage promos using style sheets
- Compiling punchy headlines for BBC One TV promos for homepage and loading in Snippet Maker CMS

Freelance interactive editor, Sky Active
Aug 2005 – January 2006
Sky interactive TV channel

Key responsibilities:
- Writing interactive TV features for health channel

Freelance web project manager, Zoological Society of London
Sept 2004 – July 2005
Organisation behind London and Whipsnade Zoo

Key responsibilities:
- Launching and managing new zsl.org website from design brief to live date
- Project managing London Zoo ticketing and online shop
- Managing stakeholders from conservationists to scientists and retailers
- Creating bespoke CMS for website

Key achievements:
- Winner of Visit London Best Website 2005 award and Visit Britain Award Best Website 2006

Interactive TV and web editor, Discovery Home and Health Channel
March 2001 – March 2003

Key responsibilities:
- Editor-in-chief for Discovery Health Channel's website, www.discoverychannel.co.uk/homeandhealth

Key achievements:
- Winner of British Interactive Media Association Award

Web editor, health and travel channel
Tiscali, Aug 2000 – Feb 2001
Internet service provider

Key responsibilities:
- Researching, interviewing and writing original copy and special features, commissioning writers, sub-editing

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Social affairs producer, BBC Southern Counties Radio
Sep 1998 – Aug 2000

Key responsibilities:
- Launched social affairs unit and produced, wrote and presented hourly bulletins. Ran on-air campaigns and prepared programme material

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Freelance journalist based in Singapore
Dec 1997 – July 1998

Key responsibilities:
- Singapore Stringer BBC Radio 5 Live's Up All Night and Dallyn Worldwide programmes, filing voice reports and two-way interviews
- Head of year one radio and lecturer in broadcast journalism at Ngee Ann Polytechnic
- Writing for Asiaweek Magazine
- Health editor FHM Magazine