

Dawn Jelley
Editor, journalist and communications specialist

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Education

- Currently studying for Masters of Art in Prose Fiction at University of East Anglia
 - Masters of Arts in Radio Journalism, Goldsmith's College, University of London
 - BSc (Hons) in Geography & Cartography, Oxford Brookes University
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Freelance editor and journalist

- London correspondent for Bespoke luxury magazine
- Features writing for Independent Community Pharmacist trade magazine
- Writer for Google Maps project
- Freelance digital editorial consultant for House of Lords
- Editor and writer for The Hague University of Applied Sciences
- B2B writer for Google's Game On project for Gyro marketing agency
- 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
- Front page editor for Yahoo
- Editor for Global Payroll Association HR/payroll monthly B2B e-magazine
- Health editor for iVillage women's magazine website
- Writer for Visit England, including Rugby World Cup city guides
- Web and social media content for Tesco Real Food at Cedar Communications
- Health feature writer for Weightwatchers website
- Editor for Pearson educational content
- Writer for corporate clients including Linklaters, UBS, DaimlerCrysler and Mazars

Other roles

Parish councillor and communications committee chair, Ingatestone and Fryerning Parish Council 2017-2022, vice chair 2019-2022

Key projects

Freelance journalist, Independent Community Pharmacist Magazine, 2004 – 2023

Pharmacy trade monthly magazine

Key responsibilities:

- Delivering monthly 1,500-word features on health and pharmaceutical industry developments

Freelance London correspondent, Bespoke International magazine 2010 – 2023

Pharmacy trade monthly magazine

Key responsibilities:

- Delivering regular 1,000-word lifestyle features for Middle East-based luxury magazine

Digital content producer, Google Maps, April 2015 – June 2020

Key responsibilities:

- Writing around 350 place description headlines and summaries per month, including places of interest, geographical landmarks, hotels and restaurants

Web editor, 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
- 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

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
- Compiling and editing online content & blog posts

Freelance web editor, ivillage.co.uk, Nov 2004 – October 2007

Women's magazine and community website

Key responsibilities:

- Writing and editing content for Health, Relationships, Home and Garden channels

Freelance front-page editor, Yahoo, April 2007 – Sept 2007

Internet service provider portal

Key responsibilities:

- Out-of-hours editor responsible for updating main homepage stories

Freelance web editor, BBC website, October 2004 – 2009

Key responsibilities:

- Writing and updating BBC Four website and homepage promos using style sheets

- Compiling headlines for BBC One TV promos for homepage

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, 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
- 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

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

Freelance journalist based in Singapore, Dec 1997 – July 1998

Key responsibilities:

- Singapore Stringer BBC Radio 5 Live's Up All Night and Dallyn Worldwide
- Head of year one radio and lecturer in broadcast journalism at Ngee Ann Polytechnic
- Writer for Asiaweek Magazine