

CURRICULUM VITAE

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Professional Summary

As an MSc Psychology and Neuroscience of Mental Health (PNoMH) student at King's College London, I want to apply my knowledge to support teaching and learning. I have facilitated learning and supported various virtual and face-to-face teams during 25 years of business experience. My professional expertise is business communication, including public relations, business writing, and content production. Having trained communications teams, I have extensive knowledge of group dynamics. As an Editor, I was responsible for coaching junior journalists in critical thinking to ensure integrity in their writing and on-time delivery to deadlines.

Education

- MSc Psychology and Neurosciences of Mental Health (King's College London) (in progress).
- NCTJ-equivalent accreditation in Journalism and media law.
- University of Warwick – Open Studies Certificate in Creative Writing.
- GCSE: English Language, Commerce, Art, History. CSEs: English Language, Literature, Maths, Social Studies and Biology.

Relevant Highlights

- Extracurricular to my MSc program, I've helped synthesise psychology and neuroscience research for communication to a broad audience, including video recording interviews with leading researchers, academics and clinicians in the industry.
- I facilitated psychology and neuroscience professionals, virtually and face-to-face, in the co-creation of a whitepaper for communication to lay audiences. It achieved 100,000 downloads in the first week of publication.
- I have also expedited international adult learners in face-to-face learning and self-development.
- I've successfully managed challenging virtual group dynamics amongst freelancers during a major information systems and business process change.
- I am a technology and science journalist, editor and publisher (online and printed).

Employment and Experience

ANA Applied Neuroscience Association (founding member) 2021 - present
ANA is an independent body championing neuroscience and its application in clinical and academic settings to share knowledge, promote best practice and enable a broader understanding of complex topics. ANA asked me to lead the research, writing, editing and publishing of a community-sourced whitepaper,

which entailed working with academics, neuroscientists, legal and human resources professionals, government representatives, and consultants. The objective was to illuminate the gravity of *Workplace Bullying*, emphasising damage to the brain. The paper aimed to stimulate discourse and mobilise efforts for change within government bodies, policymakers, employers, and the healthcare sector, with the ultimate goal being healthier workplaces.

- Translated complex topical psychology and neuroscience research for this white paper and communicated to a broad audience.
- Newsletter: significantly increased readership and click-throughs by transforming member newsletters into more accessible content.
- Network development: this work translated into over 80 highly engaged members.
- Conference session host and speaker.

Senior Advisor, Writer, Editor – The Fore (charity sector) March 2024 - present

I am leading the creation of an online media library for the sustainability of hundreds of UK and Ireland charities through The Fore.

Deputy Editor – Nexus Communication, Belgium 2015 - 2024

I was asked to become a special correspondent for Africa, a topic I am passionate about. The African socio-economic ecosystem is underdeveloped but includes some of the fastest-growing economies globally and strategic sources of raw materials for advanced technologies such as electric vehicles. I was vocal in publicising regional issues such as the need for global investment in the ecosystem, damages suffered from global warming and cultural sensitivities to external profiteering.

- Editor: Led a global group of journalists, content, news, editorial, production in print and online, and outreach events.
- Content: Highly complex technology, finance, and regional ecosystems, with local sensitivities and focus.
- Most-read editor's choice articles, weekly news articles/summaries with an over 70,000 subscription base, 20 edited e-books, plus 'Advertorials' for commercial clients.
- Several articles were cited in third-party media, including The Financial Times.

Marketing Communications 2011 - 2022

Working for a software company as a freelance contractor and building relationships with journalists and editors, I used my communication skills to translate complex terminology into influential and engaging news and articles that established and raised the company's profile globally.

- Built audience base through communication strategy, social media, web design and content marketing.
- Managed a digital mailing list of 12,000 subscribers.
- Achieved PR coverage in the USA, UAE, Europe and Russia.
- I managed customer feedback.
- I carried out in-depth research into market trends and audience perceptions.

- I created compelling editorial content for the media and digital platforms/blogs.
- I helped build a brand for a company that went from a £4.5M turnover to £42M in the 10 years I worked for them.
- Significantly increased readership and click-through rate by transforming quarterly newsletter into more accessible content fit for the audience.

Freelance Journalist, Writer, Editor, Publisher, PR 1992 - present

I joined VisionWare (a software company) when they had achieved a profile in the \$1M early-adopter market but faced the “crossing the chasm” issue to position themselves for the next stage, the early-majority market. As Public Affairs Manager, I built audiences through press releases, newsletters, media relations, and a corporate magazine. These were published in industry journals, national newspapers, and magazines worldwide. Other significant projects have included:

- Cabinet Office panellist developing energy technology guide for small businesses.
- Editor and publisher of an energy technology book.
- Research and content writing/marketing communications for two global telecoms companies, including emergency services post 9/11.
- *Motorola Journalist of the Year* for telecoms coverage.
- Public relations (PR) at a specialist technology PR agency.
- PR for an advertising agency.

Extracurricular Activities

In 2012, I joined a group for the trip of a lifetime and successfully climbed Gokyo Ri in the Himalayas. From its peak at 5,357m, it's possible to see four 8,000-metre peaks: Mount Everest, Lhotse, Makalu and Cho Oyu. The trek was gruelling physically, mentally and emotionally. I persevered through the punishing effects of altitude sickness, determined to conquer the ultimate challenge. It was also one of the most rewarding and character-building tests of adversity I have faced and overcome.

In 2024, I volunteered for the National Trust as a specialist Scaffolding Platform Host at one of their 600-year-old properties undergoing a £3M+ roof repair.

Hobbies and Interests

Reading, Crafts, Creative Writing, Walking/the Outdoors, Cookery, Music (Drums/Bodhrán).