

HELEN BAKER

www.concisecontent.co.uk • helen@concisecontent.co.uk • +44 (0)7930 482226

Date of birth: 11 August 1980

Education

1998 – 2002: University of Liverpool, UK

- BEng (Hons) Mechanical Engineering, First Class

1991 – 1998: John Beddoes Secondary School & Sixth Form, Powys, UK

- Three A-levels, grades A-C, and nine GCSEs, grades A*-B

Relevant experience

2008 – present day: Freelance web copywriter, Concise Content

- Copywriting services for online communications, including new content creation, editing current online content and repurposing offline articles for online use

2005 – 2008: Corporate communications executive, Balfour Beatty plc, London, UK

- Project managed the redesign of the corporate website, including content creation. Day-to-day management of web agency and maintenance via CMS and HTML
- Maintenance of extended online presence, including branding, corporate responsibility, PPP/PFI and intranet websites
- Supporting, contributing content and researching images for corporate literature
- Day-to-day contact with senior management, including board level executives
- Investor relations, corporate identity management, event management

2003 – 2005: PR account executive, Edelman, London, UK

- Graduate trainee at global independent PR firm
- Business-to-business PR for IT clients, including Microsoft

Training

- June 2007: Creating and improving e-newsletters
- July 2006: Introduction to editing corporate magazines and newspapers
- March 2006: Writing and editing for electronic media

IT skills

- Content management systems and HTML – basic to intermediate
- Dreamweaver, Adobe Photoshop and Fireworks – basic

Interests

- Climbing, running, drawing, reading and environmental issues

References available upon request