

# Helen Gräwert – CV

## *Freelance web copywriter and editor*

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*I'm a hard-working, motivated and creative person with a meticulous eye for detail and a love of language. My roles within various large organisations and then as a freelancer have equipped me with a range of transferable and valuable skills.*

*In addition, my technical education has developed my ability to analyse and resolve problems. I'm very keen to develop myself both personally and within a work-based environment, whether through training or on-the-job experience.*

## Professional experience

### **2008 – today: Freelance web copywriter and editor, *Concise Content***

- Providing a range of freelance copywriting, editing and content management services for online communications
- Knowledge of accessibility, usability and search engine optimisation (SEO) in the context of web copy
- Working remotely with clients from across Europe (including the UK, Spain, Germany and Austria) via tools including email, collaborative networks and Skype
- Clients (direct and indirect) include FTSE 250 companies, government departments, digital agencies and charitable organisations
- Diverse sectors, ranging from language learning and employee engagement to engineering and logistics
- A wide variety of web-related projects, such as e-newsletters, blog posts, micro copy and online research, as well as offline materials

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

- Project managed the 2007 corporate website redesign, including content creation
- Day-to-day management of web agency and website maintenance
- 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 (IR), corporate identity management, event management and corporate social responsibility (CSR)

### **2003 – 2005: Public relations (PR) account executive, *Edelman, London, UK***

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

## Education

### **1998 – 2002: University of Liverpool, UK**

- BEng (Hons) Mechanical Engineering (1:1)

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

- Three A-levels (grades A – C): Art, maths and German
- Nine GCSEs (grades A\* – B)

## Languages

- English (UK) – native
- Spanish – advanced (working proficiency)
- German – intermediate
- Catalan – beginner

## Professional training

- 2011: CloL diploma (Spanish > English) preparation course, *International House (IH) Barcelona, Spain*
- 2010: Freelance feature and travel writing, *London School of Journalism (LSJ), UK*
- 2007: Creating and improving e-newsletters, *Popcomm Training, UK*
- 2006: Editing corporate magazines and newspapers, *Popcomm Training, UK*
- 2006: Writing and editing for electronic media, *Popcomm Training, UK*

## Computer skills

- MS Office – Word, Excel, PowerPoint
- OpenOffice.org – Writer, Calc
- Websites – HTML, CSS (basic)
- Content management systems (CMS) – Wordpress, ExpressionEngine, Stellant, Fluent and proprietary systems

## Interests

- Sport – including running, cycling and hiking
- Environmental issues – Friends of the Earth (Mallorca) volunteer and member
- Drawing, photography, reading, languages