**Kate Marshall**

**Professional experience – freelance writing**

[www.foodfestivalfinder.co.uk](http://www.foodfestivalfinder.co.uk) Jan 2012 - current

[www.foodanddrinkguides.co.uk](http://www.foodanddrinkguides.co.uk)

Izabel Clothing [www.izabel.com](http://www.izabel.com)

Perfect Fit Magazine (food, drink and health) Dubai <http://www.perfectfitmagazine.com>

Middlesex University Business School <http://www.mdx.ac.uk>

Freelance Web Producer, Writer and Social Media Manager TravelStay [www.travelstay.com](http://www.travelstay.com)

Penguin books New Zealand [www.penguin.co.nz](http://www.penguin.co.nz)

Verite’ Spa Organics [www.veritespa.co.nz](http://www.veritespa.co.nz)

Copywriter - Rachel Goodchild Parenting coach [www.rachel-goodchild.com](http://www.rachel-goodchild.com)

**Digital Content Producer** Dec 2010 - Jan 2012

Localist (New Zealand Post Group) [www.localist.co.nz](http://www.localist.co.nz)

**Channels:** Food and Drink, Commercial and Farming, Professional Services, Trades and the North Shore community area

* A key member of the content team for this start-up business building traffic from zero at launch to over 250, 000 per month
* Researched and wrote community based/local news guides/events stories for the above channels
* Managed the home page on weekend shifts sourcing imagery, writing local stories and creating polls
* Moderated all online content generated by users including raves, events, videos and deals from businesses and promoted to relevant areas and categories using our in-house CMS
* Liaised with a team of external writers and offered editorial direction based on our content plans guidelines and edited and published their articles
* Implemented SEO practices, involved in social media platforms and created content strategies (print and online) in order to increase traffic/unique users
* Contributed regularly to the company newsletter as a member of The Culture Club

**Senior Producer Online – Content Acquisitions** Jan 2009 - Oct 2010

TVNZ [www.tvnz.co.nz](http://www.tvnz.co.nz)

* Responsible for the execution of all international shows aired on TVNZ in the online space from creative brief, look and feel of skin, content and progress. Programmes included Band of Brothers, Coronation Street, Desperate Housewives, Fringe, Lost, Packed To The Rafters and Vampire Diaries plus others
* Represented New Zealand at Disney’s International Press tour 2009 gaining exclusive interview content from interviews with celebrity stars such as Calista Flockhart, Evangeline Lilly, Matthew Rhys and Rob Lowe
* Accountable for attaining access to exclusive international content (video, promotional materials, interviews and online assets) from international content suppliers
* Built successful external relationships with key international content suppliers such as Disney, HBO, Freemantle and Warners
* Created close internal relationships between the creative director, content team, TV2 marketing, programming, publicity, sales (sponsorships) streaming and studio.
* Liaised heavily with publicity and account management at Saatchi and Saatchi on Vampire Diaries.
* In conjunction with Aim Proximity, I project managed from functional specification to execution and involving six different departments, the delivery of The Pacific featuring an interactive map and aspects of audio http://tvnz.co.nz/the-pacific
* Identified and recognised content opportunities to develop, extend and enhance acquired rich, sticky content. Through competitor analysis, installation of interactive tools and niche and specific audience profiling, I worked on the lifecycle of shows on a BAU basis using our CMA to create content, galleries on brand look and feel and function to enable the maximisation of audience engagement
* Contributed to monthly content meetings with PowerPoint presentations to communicate online show post analysis to our content and sales team
* Ensured legal rights were honoured at all times in line with commissioned and acquired content contracts especially for Ondemand go live
* Liaised with sales and creative services for promos and banners to accompany each show in addition to sponsorships and home page takeovers

**Lifestyle**

* Sourced engaging content for this area from other relevant TVNZ channels as well as content from freelancers, content partners and my own creations ranging from Food and drink, book reviews, celebrity, fashion, health and beauty and travel pieces
* Managed and owned the NZ Fashion Week 2009 microsite. Created and updated content around the clock from onsite interviews, video footage, photography and fashion designers blogs

**News Producer** Dec 2007 – March 2008

The New Zealand Herald Online www.nzherald.co.nz

**Channels:** Entertainment and Lifestyle, World News

* Worked alongside the Lifestyle Producer and Entertainment Producer writing stories for these channels
* Responsible for day-to-day running of the World News channel with timely/breaking stories adding relevant imagery and adhering to SEO practices as well as naming conventions
* Contributed to the portal strategy creating avenues to increase pi’s, unique users and install SEO practices
* Accountable for the running of the home page on weekend shifts

**Editor – The Hive** (project retracted before launch) June 2007 – Dec 2007

APN Digital (The New Zealand Herald)

* Involved in and set up all areas of project management, design, development, build, content (in-house and from third party content providers and future UGC and implemented best practices
* Conducted client and consumer market research for prospective entertainment/community website

**Channel Manager** - Management Nov 2005 – June 2007

NTL World/Virgin Media www.virginmedia.com

**Channels:** Home and Family, Jobs and Money, Siren (Celebrity) Shopping and Travel

* Project managed all areas of the above channels plus sub areas from basic wife frames, usability testing to launch
* Supervised a team of nine producers/writers (four permanent staff and five freelance writers)
* Covered all key areas of the above channels such as traffic, stats, targets, content commissioning, budgets and all HR requirements for the high profile launch of Virgin Media in February 2007
* Built strong relationships with crucial key commercial partners and implemented new content agreements across the above areas with the commercial and sales team. Partners included Argos, Career Builder, Dating Direct, eBay, Shopping.com and Travelsupermarket.com. All involved regular meetings complete with presentations and progress reports
* Maximised revenue streams and profitability for above channels and generated creative solutions with an appropriate commercial slant to suit the business model. Methods include strategic planning and creative initiative
* Implemented design look and feel for microsites, new content and commercial partners. Built interactive tools to functional specs and services such as individual columnists, calculators, user stories, quizzes, galleries, UGC and name generators
* Portal strategy/Road map – contributed to the best practice guide, ensured credibility of brand, tone and voice and wrote the online subbing manual
* Planned sponsorships and microsite builds alongside development and sales for Lifestyle calendar events such as Christmas, Easter and Mother’s Day
* Conducted and presented post analysis reports at management meetings and attended daily home page/channel page meetings with sales, marketing and commercial teams
* Adopted the running of the Virgin Media home page in the absence of our Home page editor
* Orchestrated periods of work experience for students on the Lifestyle team
* Member of the Virgin Media group social committee

**Producer, Music reviewer, Interviewer/Presenter, Web chat co-ordinator** Nov 2001 - Nov 2005

Tiscali UK www.tiscali.co.uk

**Channels:** Lifestyle, Music, Reference and Travel

* Increased page impressions, met channel targets, created content (competitions, feature writing, galleries, interactive tools, polls, product testimonials, quizzes, surveys and video through daily site maintenance created with CMS, Adobe Photoshop and HTML administration for the above areas

**Lifestyle**

* Devised, planned and created PR initiatives for online surveys featured in The Daily Mail newspaper
* Sourced key relevant content suppliers and negotiated deals within tight budgets. Clients included BBC, Match, MTV Europe, Multimap, NetDoctor and Russell Grant in addition to national magazines and newspapers
* Researched, planned, built and co-ordinated the promotion and launch of event driven microsites (Christmas, Easter, Halloween, Mother’s Day) across Tiscali Europe while adhering to fixed deadlines both editorially and commercially
* Attended events such as The Chelsea Flower Show, Crufts and The Ideal Home Show where we worked closely with Linda Barker in order to gain exclusive content
* Grew revenue streams across by advising the commercial team on potential partners and implementing content to attract key sponsors
* Analysed channel stats (Nielsen netRatings and Omniture ) and responded by producing appropriate content for our audience
* Administered in-house banner build and home page takeovers for marketing and run of site roll out
* Involved with all third party commercial agreements ensuring editorial balance (advertorial additions) and with a view of cross channel promotion

**Interviewing and presenting**

* Video interviewed celebrity chefs such as Anthony Worrall Thompson, Antonio Carluccio and Gary Rhodes and Ken Hom as part of Taste of London for the Food and Drink channel
* Involved in filming, presenting, vox pop creation and interviewing at Reading Music festival for the exclusive Tiscali tent Music sessions. Produced voice-overs for an online computer game
* Videoed numerous interviews with health and beauty experts for the Lifestyle channel

**Reviews**

* Reviewed singles and albums of solo artists and bands for the Music channel and restaurants, hotels, spas and travel visits for the Lifestyle channel

**Travel**

* Created sticky and visually compelling copy for the fortnightly Travel newsletter in addition to sourcing images from Getty
* Managed daily hotel, flight and accommodation feeds with partners, lastminute.com and travelsupermarket.com

**Web chat co-ordinator**

* Sourced, planned and executed high profile live chat events. Celebrities included Dave Stewart, Fatboy Slim, George Michael and Linda Barker

**Editor** Nov 2000 – Nov 2001

TravelStay www.travelstay.com

* Instigated online PR campaigns featured in newspapers travel sections in addition to creating engaging copy to accompany hotel offers in different UK cities
* Developed and implemented content related solutions for expanding the ecommerce element of the business
* Produced flyers and text message campaigns while adhering to branding guidelines for marketing promotion

**Freelance positions** 1996 – 2000

Capital Radio [www.capitalfm.com](http://www.capitalfm.com)

* Reviewed albums and singles of solo artists and bands for the column ‘One to watch’
* Covered leading industry events such as Radio Mercury Awards
* Reviewed all genres of film for the online film section

**Producer - Scheduling**

MTV UK [www.mtv.com](http://www.mtv.com)

* Produced, revised and planned programmes for MTV show listings
* Scheduled programmes for Europe’s largest music event (MTV’s Europe Music Awards) while co-ordinating with researchers and producers
* Compiled the weekly production diary and programme scheduler user guide
* Assisted with synopsis writing for shows

**Research and writing assistant (during educational years)**  1991 - 1996

HGM Creative Promotions (no longer trading)

Practical Lifestyle, Health and Homeopathy, Lifetime, The Holistic London Guide and Broadcast and TV World (E-map Magazines)

**Education**

Communication Studies/English Degree Anglia University Cambridge 2:2 Hons 1993-1996

English, History and Music A-levels Forest School Snaresbrook London 1991-1993

9 (A-C) GCSE’s West Hatch School Chigwell Essex (AA - English Literature and Language) 1986-1991

**Training**

Excel, Frontpage, HTML, in-house CMS, Jira, Lotus Notes, Photoshop, SharePoint, T-line shorthand, Visio, Word, Copy tying (70 wpm) Writing for the Web May 2003 PM Training 2003 Pitman typewriting 1st class 1996, Sprout Social, Snagit. Winner of the best feature for the Top 10 historical spots in East Auckland guide – Localist, 2011.

**Interests**

Art, cooking, fashion, festivals, food and drink, health, music, the outdoors, travel, writing and yoga