



Kelly Smith | Freelance writer

features • reviews • copywriting • editing • proofreading • publications

email: kelly@me.com

mob: 07786 737363

Member of the National Union of Journalists & the British Guild of Beer Writers

As a versatile journalist and copywriter, I can turn my pen to most subjects, styles and formats – whether it's crafting an insightful, thought-provoking feature for a national magazine or top trade title, writing effective websites for one of the UK's largest pub groups, or carefully editing teaching materials for an education publisher.

Key skills & experience

- **Features** for publications including: DIVA Magazine, The Grocer, Morning Advertiser, Off Licence News, BBC website, The Guardian, The Independent and Birmingham Post
- **Publications development** – managing and producing award-winning business-to-business, customer and in-house magazines, including some newsletter layout (InDesign)
- **Digital media** – effective, engaging content for websites, email and SMS
- **Copywriting** – from corporate to consumer
- **Editing** and proofreading (all media including books)
- **Consultation** on PR/press-release writing

Qualifications & training

NUJ sub-editing – Headland House, London (2005)
NCTJ modules in Newspaper Journalism (2002)
English Literature BA (Hons) – Warwick University (1999-2001)
Beer Academy – Intermediate certificate (2005)
BIIAB National Certificate for Personal Licence Holders (2006)
(Research purposes)
Commercial Marketing & Marketing Management (2004)

Awards

Award of Excellence (magazines) – Communicators in Business
The Word for Marston's PLC (2006)
Best Magazine (bronze) – Communicators in Business
Eagleeye for Enterprise Inns (2004)
CIPR Best Newsletter finalist
The Word (2006)
Eagleeye (2004 and 2005)
CIPR Young Communicator of the Year finalist (2004-2005)
Employee of the Year – Vital Marketing (2004)

Portfolio examples available on request