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@ElyssaCB

### Education

BA hons (first class)  
in French and English  
literature, University  
of Reading

A levels in English,  
French and Maths  
nine GCSEs

### Training

(all short courses of one to  
three days, unless specified)

### Writing

feature writing

freelance journalism

interviewing for journalists

plain English copywriting

creative writing (two  
years of evening classes)

storytelling (one term of  
evening classes)

scriptwriting for film  
and TV

### Multimedia

website management

introduction to HTML

new ways to make  
journalism pay  
(encompassing blogging  
and social media)

making the most of  
digital media

digital photography

digital photo library  
management

making short films for  
organising and  
campaigning

# Elyssa Campbell-Barr

## Freelance writer and editor

*An award-winning editor and writer with almost two decades' experience producing engaging features and publications across the education, charity and corporate sectors.*

### July 2014 – present

#### Freelance writer and editor

I'm currently enjoying the variety and flexibility of freelancing. Highlights so far include:

- ◆ Researching and writing *Choosing Childcare: Nurseries, Childminders, Nannies, Au Pairs, Family*, a 200-page handbook for parents, published by Cross Publishing.
- ◆ Editing and search engine optimisation for the **Dove Self-Esteem Project**, an extensive suite of educational resources for a major global brand.
- ◆ Reporting on shared parental leave for *The Guardian*.
- ◆ Editing (including writing, subbing, picture editing and proofing) undergraduate and postgraduate prospectuses and related web content for **Regent's University London**.
- ◆ Writing the impact report for a £600m **King's College London** fundraising campaign.
- ◆ Producing factsheets, leaflets and web content on school-readiness for the **Professional Association for Childcare & Early Years** and **Netmums**.
- ◆ Creating rhyming children's stories for billboard advertising campaigns by **JCDecaux**.
- ◆ Writing features on play, learning and health for the **Pre-school Learning Alliance**.
- ◆ Project-managing *The Regent's Report 2015*: 80,000 words by 35 top academics.
- ◆ Contributing to *Mother & Baby* magazine as part of its 'Here to help' expert panel.

### July 2006 – June 2014

#### Editor, *The Teacher*, National Union of Teachers, London

I'm proud to have been the first female editor of *The Teacher*, the National Union of Teachers' magazine, in its 130-year history – a role that involved managing an annual budget of over £1.6m and a team of three staff. The 52-page magazine, published twice a term, keeps 330,000 teachers in England and Wales abreast of developments at the NUT and in the worlds of education and trade unionism. The role drew on my full range of editorial and journalistic skills: writing features and news stories; interviewing; reporting; commissioning articles and images; sub-editing; page layout (in InDesign); picture research and editing (in Photoshop); proof-reading; print-buying; online presence; reader correspondence; and liaising with contributors, suppliers and the editorial board.

#### *A few achievements...*

- ◆ **Redesigning and relaunching** *The Teacher* in 2007.
- ◆ Winning the 'best magazine' title at the 2008 TUC Communications Awards.
- ◆ Launching **online and tablet-friendly editions**.
- ◆ Securing **big-name interviews**, eg with Children's Laureates and Olympic medallists.

### July 1999 – June 2006

#### Publications editor, then (from 2002 onwards) senior publications editor, National Childminding Association, Bromley

I worked at NCMA during a time of huge growth and change for the association and childcare sector. My main responsibility was *Who Minds?*, the quarterly membership magazine, circulation of which grew from 42,000 to 52,000 under my editorship. The

## *Management and personal effectiveness*

management styles

conducting appraisals for personal and professional development

time management

## *Equality*

diversity and equal opportunities

making your writing accessible

disability equality awareness

## *Software packages*

Microsoft Office

Adobe InDesign

Quark XPress

Apple Pages

Adobe Acrobat

Adobe Photoshop (basic)

Pinnacle Studio (basic)

## *Additional information*

clean UK driving licence and own car

able to work from home; also within easy reach of London, Brighton and much of Sussex. Surrey and Kent

French speaker

## *Outside of work*

family and friends

ballet, yoga and swimming

creative writing

film, theatre and music

parent rep for local SureStart centre (2014–15)

primary school governor (2016–)

job entailed planning, budgeting, commissioning, writing, sub-editing and proofing the magazine, as well as engaging designers, printers, mailing houses and market researchers. I also produced a variety of other resources, from policy documents to party hats.

## *A few achievements...*

- ◆ Gaining the Plain English Campaign's **Crystal Mark** for the NCMA Guide to Choosing the Right Childminder, which had a print run of almost a million.
- ◆ Helping to implement a new NCMA **logo and brand identity**.
- ◆ **Working in partnership** with Ofsted and the Department for Education on publications to guide childminders through changes to childcare inspections.
- ◆ Developing NCMA's nanny membership scheme and supporting materials, including **researching and writing handbooks** for nannies and parents.
- ◆ Being the '**best association magazine**' runner-up at the 2006 MemCom awards.

## **August 1997 – July 1999**

### **Editor, Lloyds of London Press (now Informa plc), London**

Working on international business journals *Internal Communication* and *Focus on Change Management*, I researched, commissioned and subbed case studies from leading global companies and consultants. I also wrote about news and trends, and did page layouts using Quark XPress.

## **Student work experience**

*Country Living* magazine; Virgin Atlantic's *The Globe* newspaper; MayaVision TV Productions; *Spark* student newspaper; teaching English to students in France.

## **Editorial expertise**

- ◆ Producing high quality membership **magazines and other publications** from initial concept to end product – annual reports, handbooks, prospectuses, event programmes, funding bids, training manuals, brochures and manifestos, to name but a few.
- ◆ Creating effective **electronic communications**, including interactive digital magazines, website content, social media presence and SEO.
- ◆ **People management**, including appraisals, recruitment and meeting the Investors in People standard.
- ◆ Managing **large budgets** and retendering print, fulfilment and advertising sales contracts to ensure best value.
- ◆ **Writing features** for news-stand and trade magazines.
- ◆ Writing in **plain English** and presenting complex or 'dry' information in engaging ways.
- ◆ Developing good relationships with printers, mailing houses, pre-press bureaux and postal reps to ensure efficient and cost-effective **production and distribution**.
- ◆ Conducting **readership research** in partnership with market research companies.
- ◆ Working productively with **editorial boards and sub-committees**.
- ◆ Meeting the **needs of readers** with visual impairments or basic skills deficiencies.
- ◆ Producing publications **bilingually** in Welsh/English and minority ethnic languages.
- ◆ Securing **advertising and sponsorship**, both directly and through specialist agencies.
- ◆ Delivering **presentations** and leading activities at staff training days.
- ◆ Creating **house style guides, advertising policies** and **digital photo libraries**.