

Kate Griffin

I'm a freelance copywriter, editor and journalist with strong digital skills, specialising in the health sector. I write, edit and upload web content and I can run your organisation's social media account. I have an English degree from Oxford University and a journalism Master's from Cardiff University.

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What I can do

I can write and edit content for your website. That might involve anything from tweaking what's already there to writing new content with original research.

I can (almost certainly) handle your CMS. I have experience with various well-known content management systems, including Drupal, Joomla and Wordpress. I also have plenty of experience with the idiosyncrasies of custom-built systems.

I can run your organisation's social media. I've been running the Twitter and Facebook accounts for [EONS](#) since 2013 and I've also helped out with various organisations on a voluntary basis. I have also carried out social media training for various organisations.

I think about the user experience. Whether I'm planning the content structure for a whole website or just rewriting a single page, I'm trying to keep usability principles in mind.

I can ghost-write. I can make that policy statement or blog post sound like you, but better.

I can also:

- proofread
- optimise web content for search engines
- translate from French into English
- give presentations and training sessions
- carry out user testing on your website
- use HTML and CSS

Career history in brief

Present	Freelance writer and editor	<p>Newsletter editor, social media officer and web content manager for the European Oncology Nursing Society (EONS) since March 2011.</p> <p>Writer of the book <i>Faces of Courage and Hope</i> for the Chronic Myeloid Leukaemia Advocacy Network (published Sep 2014).</p> <p>Other work includes copywriting and editing in the marketing sector, editing a community newspaper, search engine optimisation, web content entry, some technical writing, some translation work (French-English).</p>
Dec 2004 - May 2005	ABC Webworks	Writer/editor on property, finance and technology; planned and wrote online guides for the US and UK markets optimised for search engines.
Jan 2004 – Dec 2004	Oxford Mail & Oxford Times	Property editor and feature writer. Weekly property features, advertising features, occasional news and arts reviews. Planned and wrote entire tourist guide for visitors to Oxford.
Feb 2003 – Dec 2003	The DOOR newspaper	Assistant editor for the official newspaper of the Diocese of Oxford. Writing, layout in QuarkXPress, proofreading. Also maintained online version of diocesan newspaper.
Sep 2000 – Sep 2001	The Big Issue Cymru	Features, arts reviews and interviews for the Welsh version of The Big Issue.

Education and qualifications

MA in Journalism Studies from Cardiff University (Sep 2001- autumn 2002)

BA in English Language and Literature, St Hilda's College, Oxford University (1997-2000)

Six "Level 3" qualifications from the National Council for the Training of Journalists ([NCTJ](#)), three at Merit level.

Shorthand certificate for 80 wpm.