

# SURAYA CASEY

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<https://copyandcontent.nz>

As a freelance content strategist and copywriter, I'm organised and methodical, building strong, co-operative relationships. I'm adept at understanding user needs through research, testing and analytics. I bring together sparkling, customer-focussed copy with an in-depth understanding of accessibility and SEO.

## Professional experience

Copy and Content New Zealand Limited New Plymouth, New Zealand	Freelance Copywriter and Content Strategist	Jan 2018 –
MSL Group: PR and Integrated Communications Agency (Part of Publicis) London, United Kingdom	Senior Content Strategist	May – Oct 2017
Essex County Council Digital Channels Programme Chelmsford, United Kingdom	Delivery Manager for Content	May 2016 – Mar 2017
Scope Disability Charity London, United Kingdom	Content Strategist, Digital Content and Marketing Manager	Aug 2012 – Mar 2015

- Working with account and project managers to design, present and deliver content strategy across web, social media and print for major clients in the banking, finance and consumer sectors
- Reviewing and auditing clients' existing content performance, with view to designing future content strategy
- Giving advice and editorial review to freelance and in-house copywriters, ensuring they meet the client brief and a high standard of copywriting.

- Acting as Agile Scrum Master in ensuring Scrum practices are understood and followed by team and stakeholders
- Working with Product Owner to understand customer needs through user research, analytics and subject-matter experts
- Writing high-quality user stories for product backlog
- Writing testing plans and supporting development team to execute testing.

- Designing content and architecture to meet user needs, GDS / GOV.UK content design standards, brand and house style
- Driving user engagement through integrated content, marketing and social media strategy
- Designing and analysing results of face-to-face user research
- Advising on accessibility, UX and SEO best practice.

**Example work:** [Essex Record Office](#) • [Essex Activities](#) • [Adoption and Fostering Funding and Investment](#) • [Coroner Service](#) • [Welcome Pack](#) • [Essex Country Parks](#)

- Developing and implementing content and content marketing strategy
- Maintaining accessibility, house style and SEO across main Scope website
- Evaluating content and marketing performance with analytics and A/B testing
- Agile project management: delivering audit and migration of 2,700 web pages
- Implementing accessibility audit recommendations, achieving AA accreditation
- Developing and giving training for web editors in content design, CMS, SEO and accessibility

Wireworks Digital Agency  
London, United Kingdom

- Advising over 100 devolved web editors on content and copywriting
- Advising on content strategy in email marketing, social media and film.

## Senior Copywriter

Mar – Aug 2012

- Writing marketing copy for medical e-learning and lighting software websites
- Designing and creating digital content using Drupal and custom-built CMS
- Understanding user journeys and developing wireframes.

Filament Magazine  
London, United Kingdom

## Managing Editor

Apr 2009 – Dec 2011

- Writing digital and print copy for magazine and website
- Commissioning and managing suppliers, such as photographers, writers, graphic designers, printers and web developers
- Managing digital strategy and editing copy with Wordpress and HTML
- Optimising user journeys to enhance purchase experience through testing
- Digital PR through social media, email marketing and SEO.

Qualifications and Curriculum  
Authority  
London, United Kingdom

## Project and Web Content Manager

Oct 2004 – Apr 2009

- Writing and editing digital content for National Curriculum website
- Managing web content using Tridion and Red Dot CMS, and HTML
- Training devolved web editors in CMS, digital copywriting and Photoshop.

Judicial Studies Board,  
London, United Kingdom

## Project Co-ordinator

Apr – Oct 2004

New Zealand Parole Board,  
Wellington, New Zealand

## Advisor

Jun 2001 – Jul 2003

## Administrator

Feb 2000 – Jun 2001

## Software knowledge

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- **CMS:** Umbraco, Wordpress, Drupal, Sharepoint, Sitecore, Kentico, Tridion, Red Dot
- **Code:** Basic HTML and CSS
- **Wireframing:** Balsamiq, Microsoft Visio
- **Analysis:** Google Analytics, Google Search Console, SiteImprove
- **Visual design:** Adobe Photoshop and InDesign
- **Digital marketing:** Google Adwords, Facebook
- **Email marketing:** MailChimp, Vertical Response
- **Project management:** Trello, Asana, Pivotal Tracker, Basecamp
- **Day-to-day:** MS Office Suite, Google Documents, Google Sheets, Google Slides

## Professional development and qualifications

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- Agile Content, Together London – London, 2017
- Scrum Master Certification, The Knowledge Academy – London, 2017
- Digital Accessibility, Shaw Trust Digital Accessibility – London, 2013
- SEO Roundtable, E-consultancy – London, 2013
- Digital Content Strategy, Sticky Content – London, 2013
- Māori Language for Beginners, Level 2, Te Wānanga o Aotearoa – Wellington, New Zealand 2003
- Effective Business Writing, Plain Language Campaign – Wellington, New Zealand 2001
- Bachelor of Arts in Geography and Environmental Studies, University of Wellington, New Zealand, 1999

**References available upon request**