

SURAYA CASEY

Tel +64 21 102 4173
Email suraya@copyandcontent.nz
Web copyandcontent.nz

My writing is clear, simple and gets results. I think from your customers' point of view, understanding what they need to know and when. From writing, to editing, to content strategy, I'll help you make strong, meaningful connections by building an appreciated and trusted brand voice.

Selected professional experience

Copy and Content New Zealand
New Plymouth, New Zealand

Freelance Copywriter and Content Strategist

Jan 2018 –

Writing, editing and content strategy for a range of private and public sector organisations from small business to enterprise, including:

- Kaspersky, UK (cybersecurity)
- Giants and Titans, UK (creative agency)
- Ministry for Primary Industries, NZ (government)
- Toitū Te Whenua Land Information New Zealand (government)

MSL Group: PR and Integrated
Communications Agency
London, UK

Senior Content Strategist

May – Oct 2017

- 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, including Lloyds, GSK and EY
- 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.

Essex County Council
Digital Channels Programme
Chelmsford, UK

Delivery Manager, Content

May 2016 – Mar 2017

- As Agile Scrum Master, supporting team and stakeholders to follow and benefit from Agile, Scrum and Lean principles in the development and delivery of a range of council microsites for specialist audiences
- Understanding customer needs through user research, analytics and subject-matter experts
- Planning testing and supporting development team's execution of testing plans.

Senior Content Designer

May 2015 – Apr 2016

- Designing content and architecture to meet user needs, GDS / GOV.UK content design standards, brand and house style for many council microsites
- 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 Adoption and Fostering](#) • [Essex Coroner Service](#) • [Essex Country Parks](#)

Scope Disability Charity
London, UK

Content Strategist, Digital Content and Marketing Manager

Aug 2012 – Mar 2015

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

Wireworks Digital Agency
London, UK

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, UK

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, UK

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.

Software knowledge

- **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 and social marketing:** Sprout Social, MailChimp, Vertical Response
- **Project management:** Trello, Asana, Pivotal Tracker, Basecamp
- **Day-to-day:** MS Office Suite, Google Documents, Google Sheets, Google Slides

Selected professional development and qualifications

- Judge, New Zealand and Australia Plain English Awards, 2021
- 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
- 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 on request