

## **Keri Allan**

[www.keriallan.com](http://www.keriallan.com)

**Freelance journalist, editor and copywriter with extensive editorial experience and a proven ability to develop accurate, well-written copy for a variety of specialist audiences.**

**Specialties: engineering and technology, careers and education, travel.**

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### **KEY SKILLS**

- Creating concise and accurate editorial that both informs and entertains
  - Creating accessible and compelling content on technical subjects / Break down complex topics for a wide/novice audience
  - Writing engaging copy in a variety of forms; from short snappy posts through to long form articles.
  - Excellent attention to detail and proofreading skills
  - Independent self-starter
  - Excellent organisational skills
  - Understanding of digital content creation and social media platforms
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### **KEY ACHIEVEMENTS**

I have been a freelance writer and editor for over 15 years, during which I've built up a wide range of industry contacts across a variety of sectors ranging from engineering and technology through to careers, education and travel. My work has taken me around the world, including trips to international trade shows such as E3, a visit to Pixar Studios in San Francisco, meeting with Sega executives at their Tokyo HQ and attending a FAM trip to the Philippines.

In addition to working for a variety of businesses and publications I have also launched my own successful travel blog aimed at part-time female travellers, which has a growing, engaged audience.

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### **EMPLOYMENT HISTORY**

#### **COPYWRITING & PR**

- Technical copywriter for international firms including Weber Shandwick and Redwood. Clients have included BT and one of the world's largest oil and gas companies
- Developed a series of case studies and benefit reports for organisations including the IET, Weber Shandwick, the Institute of Physics and IMIS
- Helped prepare new business pitches
- Worked on annual reports for organisations including the Whale and Dolphin Conservation Society
- Written press releases, white papers, newsletters, customer letters, and marketing material
- Worked closely with businesses to produce audience-specific content, including Swindon Silicon Systems

## **PRINT**

- Written news and features for a range of engineering-focused magazines including E&T Magazine, Arabian Computer News, ERT Weekly, Installation Europe, TVB Europe, R&D Efficiency, AV Magazine, Electronics World and The Engineer.
- Written features about digital content creation across a variety of magazines including SFX, Televisual, CGI, 3D World and Content Creation Europe.
- Produced specialised content for a highly technical core audience of engineers and technologists.
- Experienced in both the B2B and B2C market.
- Written features and reviews for the national press, including The Sunday Times, The Guardian and Metro.
- Worked extensively in the videogame sector, writing for the Official Xbox 360 Magazine, 360 Gamer, Flipside and the Official World of Warcraft Magazine.
- Written for company publications including Tata Perspective and Tata Review.
- Edited titles including Partner News, the IET's triannual magazine for Corporate and Academic Partners, Flipside magazine's Games section and supplements for Specialist Schools Review and AV Magazine.
- Written for trade show daily magazines including Europe's largest TV technology show, IBC.

## **ONLINE**

- Edited and managed several magazine and organisational websites including The IET's Student and Apprentice web zones, with a focus on education and careers.
- Proficient in use of enterprise level content management systems.
- Written and blogged for a number of technology websites including MSN and Teletext
- Provided content to a roster of travel websites including Visit Wiltshire, Travel Candy, Travel with a Mate and Places to Go.
- Coordinated content from a team of contributors
- Managed monthly email newsletters
- Maintained social media accounts
- Launched specialist travel blog Ladies what travel and grown an engaged audience