

Katy Ratican

katyratican.com

A highly creative freelance copywriter, web editor and digital content producer with over ten years' experience.

My experience spans content and social media strategies, community management, copywriting, multi-platform digital campaign delivery and CRM.

CURRENT EMPLOYMENT

Freelance copywriter and content planner

June 2015 – Present

Available for long or short term freelance digital content and copywriting projects.

This includes (but is not exclusive to) managing and producing online content, website re-launches, tone of voice guides, proofreading and newsletters.

PREVIOUS EMPLOYMENT

Disney UK – freelance content producer

November 2016 – March 2016

A six-month contract at Disney UK, the world's most powerful brand (2016).

Responsibilities included:

- Homepage editor of Disney.co.uk, working as part of the Disney Interactive UK team
- Leading the development, day to day management and maintenance of key parts of the Disney.co.uk site, including homepage, special events and app launches
- Writing a tone of voice guide, to help ensure Disney consolidates its core position as one of Europe's leading commercial family entertainment websites
- Schedule content updates, using web analytic tools to ensure all updates are implemented with maximum effect
- Effectively manage and organise large amounts of content and assets from multiple sources/stakeholders.

Time Inc UK – freelance content producer

September 2015 – October 2015

A three-week contract at YBW.com, Time Inc's high profile marine community website.

Responsibilities included:

- Researching and writing SEO friendly news articles and features
- Creating email newsletters using Eloqua and Dreamweaver
- Scheduling social media posts

Vodafone – freelance copywriter

June 2015 – September 2015

A three-month Agile contract that required an overhaul of existing content, generation of new, SEO-friendly copy and a tone of voice guide for [Vodafone's corporate site](#).

Responsibilities included (but were not limited to):

- Assessment and evaluation of existing content
- Creation, implementation and optimisation of new content using Adobe Experience Manager (AEM) CMS
- Working with content owners across the business to scope out the required content
- Creating a consistent online tone of voice

Global Radio – managing editor

October 2013 – June 2015

Leading the online rebrand and repositioning of smoothradio.com as an entertainment site. Responsibilities included (but were not limited to):

- Creating and implementing content and social media strategies
- Planning and generating all online and social content for the brand
- Working with teams within the station, including programming, sales/S&P and production to produce commercial and programming website content
- Driving traffic via SEO
- Managing digital campaigns for clients
- Creating newsletters for a database of over 150,000 users

GMG Radio – online editor

November 2010 – October 2013

Leading, delivering and managing Smooth Radio online.

Generate online content for Smooth Radio, source relevant music news stories for online, create and maintain a yearly content planner, produce a social media calendar, build and deliver newsletters, deal with content and social platforms in a quick and efficient manner

Willow Park Housing – communications assistant

June 2007 – Nov 2008

Create and manage excellent Trust's website, intranet and social media content, assist with company's communications plan and production of publicity materials, create internal newsletter

Freelance writer

January 2006 – June 2007

Various freelance roles for a range of media and not-for-profit companies

EDUCATION

University of Wales, Bangor

BA (Hons) English Language | 2:1

Wilmslow High School, Cheshire

3 A-Levels: English Language (A), History (B), Politics (B)

9 GCSEs grades A-B including English (A), Mathematics (B)

DIGITAL SKILLS

Digital and social strategy – experience of moving a company forward digitally by creating and implementing editorial and social media plans that drive traffic and increase engagement

CMS – a rich knowledge of various CMS, including off-the-shelf and bespoke

Photoshop – manipulating and creating images according to business need

HTML – basic knowledge of writing and editing code

PERSONAL DETAILS

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References available on request