



SUSAN FENTON

FREELANCE JOURNALIST, EDITOR & COPYWRITER

Fluent, engaging, reliable writer and editor with experience on newspapers and magazines and in internal comms. Offers writing, sub-editing and proofreading of news stories, features, interviews, case studies, annual reports, blogs, websites.... on an eclectic range of subject matter. Seeking interesting and rewarding freelance writing or editing projects or shifts.

Trades under the business name F Words, with the slogan...

All Kinds of Words for All Kinds of Purposes

CAREER

2012-2014

Freelance feature writer, DECISION magazine

Interviewing board-level business executives in all sectors for this glossy, editorially-driven business lifestyle magazine. Recent features include: The DNA of the Independent Business; Defining Success; Getting on Top of IT; and The Future for Legal Services.

Freelance sub-editor, various magazines, including:

Retail Week, Drapers and Retail Jeweller (Emap's retail and fashion titles)

Winter Sports Technology, Business Airport International and Professional Motorsport World (UKIP Media, Dorking)

Hello! (celeb, beauty, fashion and lifestyle magazine)

High50 (an online consumer lifestyle and culture magazine for the over-50s)

Safety at Sea, Navy International and Jane's Defence Weekly (IHS Jane's)

Checking, tweaking, cutting or rewriting journalists' copy as necessary, writing picture captions and headlines, fitting stories onto pages using InDesign.

Freelance editor, Cookshop Training Source Book

Compiling and editing this annual retailers' training guide, for the eighth year, on behalf of Max Publishing, London

Freelance feature writer, for various clients, including Insider Media and Croner Publishing's Trade International Digest

2011

Freelance business journalist, Newsco Insider

Researching and writing a daily online business news bulletin focusing on deals, acquisitions and commercial property

Freelance copywriter, for various clients

Writing web copy, proofreading etc for two online businesses and marketing/design agencies

Earlier experience

A varied career has included: sub-editing on the London Evening Standard and Daily Mirror; internal communications writing/editing for BT and HSBC (staff newspapers, brochures, directors' speeches and press releases); writing for and/or editing several trade magazines published by DMG World Media and Max Publishing; working as a news reporter on a local weekly newspaper; writing women's interest articles for a features agency.

QUALIFICATIONS

NCTJ Proficiency Certificate in Newspaper Journalism
NVQ in Magazine Production (sub-editing)
BAIE Diploma in Industrial Editing
CAM Certificate in Marketing Communications (and CAM Diploma in Public Relations)
BA Hons 2.1 in English and History (Open University)

SKILLS

News and feature writing

I am competent at coming up with story ideas, planning content, devising appropriate questions, researching source material, establishing relationships with interviewees and obtaining interesting, relevant info. I once won a £1,000 feature-writing award. My style is lively, fluent and appropriate to the subject matter and audience, with an excellent grasp of spelling and grammar.

Business writing

I am good at understanding different subjects, identifying interesting angles and 'translating' sometimes complex topics into engaging and accessible stories. I enjoy conveying the personality of interviewees and reflecting their achievements and personal style of business.

Copywriting

Making even dull subjects sound interesting, through the use of engaging yet appropriate language that educates and informs the chosen audience. Turning sows' ears into silk purses, in some cases.

Sub-editing

Able to grasp the gist of what the writer is saying then process it for publication: fine-tuning and rewriting to the required length, removing ambiguities, identifying inaccuracies, querying inconsistencies and applying lively and informative headlines, captions and page furniture.

Proofreading

With my keen eye for detail I can spot and correct typos, inconsistencies, errors in spelling and grammar and departures from house style.

Internal communications writing

I can identify interesting story ideas from sometimes complex source material and convey them in a style and tone of voice that is appropriate to the knowledge level of the readership, while taking account of corporate policies and sensitivities.

Design, blogging, social media and online publishing

I have used content management systems and am competent at InDesign for page layout. I blog on my Wordpress website, tweet occasionally and participate in LinkedIn writers' and journalists' forums.

Creative writing

I write songs, blog and am trying to write a chick-lit novel.

INTERESTS: Songwriting, squash, family history research, dog rescue centre volunteer

REFERENCES: can be supplied upon request, or see my website's testimonials page.

AFFILIATIONS: National Union of Journalists' London Freelance branch.

Phone: 07931 541369

Email: sue@fwords.co.uk, Web: www.fwords.co.uk

Twitter: [@susanfenton](https://twitter.com/susanfenton), LinkedIn: SueFenton