**Sam Golding**

**Content Creator & Manager / Copywriter / Marketing Strategist**

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Portfolio: <https://www.samgolding.co.uk/>

**Profile**

I am a **copywriter, content designer,** and **marketing strategist** with over 8 **years** of experience, specialising in:

* Creating a tone-of-voice
* Brand storytelling
* UX writing & microcopy
* Creative writing & article writing
* AI best practice
* Accessibility best practice

I have recently held **lead copywriter,** **content manager**, and **specialist positions**. My unique experience and employment history has allowed me to explore a **highly varied range of demographics,** which has given me a knack for **clearly** and **creatively** conveying ideas to **multiple** **groups** of **people**.

I **run** a **creative writing workshop** and online participatory art platform for people of all ages which helps people create engaging short form *flash-fiction*. Alongside this, I help **facilitate** and **promote** **multi-media fundraising events** with multiple grassroots creative organisations.

I am directly responsible for the **social media operations** of these ventures, which engage over 20,000 accounts a week each. I have extensive experience in **social media strategy** and **PR**, running the social media operations for select **Rough** **Trade** signed bands.

I am a former **SEN Teacher** and hold **several** **therapeutic** **qualifications**, including a ***Level 3 Counselling Skills diploma****.* In order to earn these qualifications I displayed resilience, empathy and ability to communicate to people of all ages and demographics.

I am proficient in all **Adobe** **Creative** **Cloud** tools, **Canva**, **Microsoft** **Office** programmes, and project management/collaboration tools including **Asana** and **Trello**.

**Work Experience**

**HACT, Dec 2023 - present**

***Content Lead***

In my role as Content Lead at HACT, I am responsible for producing all written content and copy, as well as leading on several projects. My duties and achievements include:

* Producing all copy and content for HACT, including social media assets, high-level reports, and marketing collateral.
* Developing case studies based on client conversations, significantly increasing engagement and interest in HACT’s services.
* Leading the marketing strategy for HACT’s data standards project, including hosting webinars and creating a comprehensive messaging handbook.
* Managing content on diverse topics, such as data, retrofitting, and racial equality, ensuring a consistent and adaptable tone.
* Creating the HACT Glossary, simplifying complex housing terminology for a wider audience.
* Project lead for HACT’s AI programme, developing copy and operational parameters, and assigning knowledge banks to AI assistants.

**Ripple & Co, October 2023 - Dec 2023**

***Wellbeing Content Specialist***

In addition to producing accredited Mental Health First Aid courses, I also produce Ripple& Co’s social media and marketing copy as well as social media infographics. Other duties and achievements include:

* Project Manager for all course writing in 2022.
* Led development of Ripple's upcoming support app, PLATO, including producing conversation scripts for an AI Mental Health First Aid chatbot prototype.
* Created all website copy and microcopy for the organisation.
* Made all UX design decisions for the organisation.
* Actively involved in stakeholder management and new client outreach.

**Psychiatry UK, November 2022 - August 2023**

***Lead Copywriter & Content Manager / Content Writer***

In this role, I was successfully produced the tone of voice, brand guidelines and the production of all content. In addition to this, I managed a team of individuals to ensure tonal consistency throughout the organisation. In addition to producing accessible copy, I worked on the following:

* Catalogue of therapeutic lifestyle tools
* Long form article content
* Video scripts
* Podcast schedule management
* Terms of use, safeguarding, disclaimers & legal copy
* FAQ’s
* Social media management
* Microcopy and UX writing
* Gamification
* Managing user feedback
* Glossary of terms
* Advertising copy, App Store descriptions & promo material
* Advertisement of external services, e.g. therapies & courses

**Freelance Copywriter, 2015 - Present**

As a freelancer I have written copy for companies and individuals including *Everpress, Nissan, Julian Preston-Powers, Brighton Illustration Fair a*nd others. Whilst initially working in SEO, working in a freelance setting allowed me to try my hand at:

* Advertising copy
* Blog posts
* Navigation text
* Biographies
* Social media
* Articles
* B2B copy

**Brighton SEO, Portslade, East Sussex, 2015 - 2016**

***Copywriter / Content Creator***

This role introduced me to the areas of digital marketing, SEO, managing social media and creating copy in general.

**Education & Qualifications**

**Certificate in Digital Market Content Creation** - The Open University - **2022**

**BA First Class Honours** in Humanities: Culture History and Literature - University of Brighton - **2015**

**Level 3 Diploma** in Counselling Skills **2021**

**Level 3 Diploma** in Therapeutic Childcare and Education **2019**

**Level 2 Award** in Counselling Skills **2019**

**Mental Health First Aider 2022**

**GCSE: 9 A-C** with **A\*** in English Literature and Language

**A Level:** **6 A-C** with **A** in English Literature and Language

**Other Roles**

**The Riverston School, 2020 - 2022**

***Welfare Support / Teacher / Form Tutor / Head of House***

I was employed by the Riverston School as a Form Tutor, Head of House, and Welfare Support. As a teacher, I have always shown an aptitude for consistently delivering information to extremely diverse sets of individuals, as well as strategic planning and forward thinking. I *proposed* and *created* my role as Welfare Support, Form tutor, and Head of House, acting as the primary port of call for a number of students experiencing emotional distress, challenging behaviour, and a number of other issues that can affect their mental wellbeing/academic progress.

In addition to my core duties, I created mentorship programmes tailored to specific students, ran extra-curricular sporting and creative activities.

**Various SEN teaching roles**

**2018 - 2020**

My roles as a teaching assistant-turned-SEN teacher have enabled me to turn my positive character traits into skills, and have allowed me to become adept at activity planning, as well as individually tailoring my voice and content to suit differing and highly specific needs. It has required me to be highly creative, and in my roles I am lucky to have been afforded a lot of independence in this regard.

**Various community support / carer roles**

**2016 - 2018**

My work for *Scope* with disabled adults allowed me to experience an entirely new kind of client. I worked alongside and communicated with individuals who were non-verbal, blind, deaf and those with profound and multiple learning difficulties. This taught me the very valuable skill of channeling what I wanted to say into ways that others would best hear it. It helped me adapt my voice and tone to suit who I was speaking to, in a high-stakes environment.