Allen Stone

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Experienced web content professional with strong background in public and not-for-profit sectors. Particular expertise in writing, editing, and developing content for web (US and UK English), improving user experience and managing online content using content management systems (CMS). Skilled in on-page SEO. accessibility and stakeholder management.

KEY ACHIEVEMENTS

* Improved content on Croydon Council website resulting in an ‘Excellent’ rating for ‘useful content’ by SOCITM’s *Better Connected* *2009* report. Cited for quality and currency of information and appropriateness of links.
* Managed the City of London Corporation’s Family and Young People’s Information (FYi) service’s online directory, which received a Family First Quality Award 2016 for family information services.
* Created pages for ‘blog’ section of Hays’s UK website, which serve as global template for Hays’s sites world-wide
* Managed launch of Croydon Council’s economic crisis website. Developed editorial style, wrote and edited content and advised staff and stakeholders on style, format and tone.
* Revamped format of staff feedback section of Department for Work and Pensions intranet. A majority of staff polled expressed favourable opinion of change.
* Lead development of two new subject areas of the London Ambulance Service’s intranet concerning bullying in the workplace and protection against internet fraud.
* Expanded advertising and distribution channels of Stilwell Publishing’s top title resulting in 100% increase in distribution.
* Expanded Stilwell’s pool of designers, printers and fulfilment houses, reducing costs and improving campaign scheduling.

SKILLS

* **Editorial**: writing, editing, copy-editing, content management, content development, on-page SEO, accessibility, content migration
* **Copywriting:** web pages, blogs, social media, brochures, directories, flyers, newsletters, newspaper and magazine adverts.
* **Management**: Website and intranet portals; stakeholder management, content refreshes, supplier management
* **IT:** Microsoft Office; Photoshop; Google Analytics; CMS (incl. SharePoint, Umbraco, Sitecore, WordPress, Drupal, Bloomreach, Liveray)
* Languages: French (fluent)

EXPERIENCE ([view portfolio](http://allenstone.org))

**Publisher  
MoneySuperMarket (MSM) Jul – Aug 2023**

* Created and published new and amended pages on MSM's corporate site
* Liaised with content and SEO writers to clarify content prior to publishing

**Web Content Editor/Migration Analyst**

Hays Plc Jan – Mar 2023

* Assisted in rebuild and migration of corporate website, using Liveray CMS
* Created pages for ‘blog’ section of UK website, which serve as global template for Hays’s sites world-wide.
* Uploaded and formatted text, added images and multimedia, assured relevant CMS fields completed, and edited and proofed final copy
* Assured copy was optimised and complied to accessibility guidelines and SEO best practice

Digital Assistant

Shoosmiths LLP Nov – Dec 2022

* Assisted migration of content from third-party site to the corporate website, using Sitecore CMS
* Built pages, uploaded and formatted text, assured all relevant CMS fields completed, and proofed final copy
* Assured compliance to accessibility guidelines and SEO best practice

Content and Data Officer

Health Education England (HEE) May – Sept 2022

* Assisted on HEE’s National Website Platform development project, using Bloomreach Experience manager 14.7.3 CMS
* Created person specification pages for platform’s medical training recruitment section, repurposing PDFs as accessible rich text pages
* Built pages, uploaded and formatted text, assured relevant CMS fields completed, and edited and proofed final copy

Web and Intranet Editor   
East Sussex County Council Aug 2021 – Mar 2022

* Assisted content migration to new corporate website, using Umbraco 8 CMS
* Redesigned web pages to meet accessibility standards, uploaded and formatted text, assured relevant CMS fields completed, edited and proofed final copy
* Repurposed inaccessible pdf into accessible rich text pages

Website Content Architect

Westminster City Council Nov 2019 – Sept 2020

* Assisted in refresh and reimagining of content on the WCC website as part of the council’s web transformation project
* Audited, reviewed, wrote and edited content pages, with attention to accessibility and SEO best practice
* Worked with stakeholders to clarify information, optimise user experience and meet business needs
* Used Google Analytics and real-time web analytics (Lucky Orange) to identify user behaviour and traffic flow
* Contributed feedback on template design and selected page templates appropriate to user need

Digital Media Officer

London Ambulance Service (LAS) Sept 2018 – Mar 2019

* Managed content on the service’s website using WordPress CMS and its intranet using a bespoke content management system by Ideagen
* Built pages and forms, uploaded, formatted and tagged content, created internal and external links,selected keywords
* Assisted development of two new subject areas on LAS intranet concerning bullying in the workplace and protection against internet fraud. Advised on structure and scope of content, built and formatted pages, added images, edited final copy
* Audit of organisation's internet and intranet channels for currency, duplication and missing content,

Content Writer

Brunel University London Mar-Jul 2018

* Assisted written content refresh for Brunel’s Marketing Improvement website project
* Researched and wrote course pages for undergraduate and graduate programmes, with emphasis on improving UX and SEO
* Developed the editorial style and tone of voice (TOV) of the overview and career prospects sections, created boilerplate, wrote meta descriptions and selected keywords

**Web Content Editor/Migration Analyst**

Multiple Sclerosis Society UK Jan-Feb 2018

* Assisted content migration into new corporate website, using Sitecore CMS
* Built pages, uploaded and formatted text, assured all relevant CMS fields completed, and proofed final copy

Communications Officer

City of London Corporation (CoL) Apr 2014-May 2017

* Managed CoL’s Family and Young People’s Information (FYi) service’s online directory, using bespoke content management system hosted by Open Objects
* Wrote, edited and published new and amended content
* Revised editorial style of content pages
* Managed FYi’s Facebook account, writing, planning and scheduling posts. Increased average reach of postings by 300%. Co-managed FYi’s Twitter account
* Wrote and edited print and online publications including annual Starting Primary and Secondary School brochures and Practitioners Resource Guide
* Managed social media publicity campaign for the Corporation’s annual Community Fair

Freelance web producer and sub-editor Dec 2013-Jan 2014

Orange Digital and Publicis Blueprint

* Assisted migration of content to new Orange website
  + Created folders and pages for French and English versions, uploaded and formatted text, selected images, created links, added alt text and descriptions
* Sub-edited spring 2014 issue of Business Edge, EE’s B2B magazine
  + Subbed and proofed news, features and competition pages, wrote headlines
  + Drafted article summaries

**Web Officer (contract)  
London Borough of Waltham Forest Feb-Nov 2013**

* Managed front end ‘business as usual’ of corporate site, using SharePoint CMS
* Built pages, uploaded and formatted text, created links, edited images, assured relevant CMS fields completed, and edited, proofed and published final copy
* Revised editorial style of content pages on corporate website linking to its new online forms portal
* Moderated customer feedback
* Assisted in user testing of new online forms portal

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**Web Content Editor (contract)**

**Institute of Physics Sept-Oct 2012**

* Managed daily content additions and updates on corporate and sister sites during site development project, using Rhythmyx CMS
* Built pages, formatted text, cropped and resized images, created and checked internal and external links, added text and images to content stores, proofed final copy for grammar and style guide
* Researched and updated *Blue Plaque* section of home site (contains information and locations of blue plaques in Great Britain dedicated to scientists)

**Web Content Editor/Migration Analyst (contract)**

**Wellcome Trust Nov** **2011-May 2012**

* Assisted content QA and migration into new corporate website, using Alterian 7 CMS
* Built pages, uploaded and formatted text, created internal and external links, assured all relevant CMS fields completed, added text and images to content stores,selected keywords, and proofed final copy
* Conducted keyword audit of current website

**EARLIER EXPERIENCE**

**Web Editor (contract)**

**NHS South East Coast Dec 2009-Jan 2010**

* Managed update of written content for SHA’s corporate website refresh (completed on time)
* Wrote, edited and proofed content, liaising with departmental editors and authors to ensure content met editorial, web writing best practice, accessibility and ‘plain English’ standards

**Web Officer (contract)**

**London Borough of Croydon** **Nov** **2007-Jul 2009**

* Managed content on corporate and community websites and intranet, writing, editing and publishing new and amended content
* Built pages, uploaded and formatted text, edited and added images created links, assured all relevant CMS fields completed, managed stores,and assisted in testing site upgrades.
* Managed departmental editors to ensure content met editorial, web writing best practice, accessibility, usability and ‘plain English’ standards
* Improved content of corporate website resulting in an ‘Excellent’ rating for ‘useful content’ by SOCITM’s *Better Connected* *2009* report
* Managed launch of new council website on the economic recession. Researched, wrote, formatted and published content. Developed editorial style of site. Advised members. stakeholders and staff on site style, format and tone

Online Feedback Writer/Manager (contract)

Department for Work and Pensions Jan-Jun 2006

* Managed weekly staff feedback section of corporate intranet*,* selecting and editing comments and liaising with department heads and managers to provide responses to staff comment
* Revamped format of section. A majority of staff polled expressed favourable opinion of change
* Wrote for *dwpeople* staff magazine

Editor (contract)

Specialist School Trust Education Charity May-Jul 2005

* Edited instructional units to meet content and format requirements of *teachandlearn* website, working with authors over the entire writing cycle
* Selected images and wrote additional copy

Copywriter/Copy-editor (contract)

Islington Borough Council Sept-Dec 2004

* Edited annual staff attitude newsletter and managed design and print processes
* Drafted the corporate assessment information pack for the *One Islington* corporate strategy
* Edited update of the council’s consultation toolkit
* Copy edited internal and external communication newsletters (print and online)

Marketing Manager

Stilwell Publishing Ltd Publisher of B&B and holiday cottage directories Nov 1999-Jan 2002

* Conceived and managed company’s advertising and promotional direct marketing campaigns
* Wrote and edited content and supervised art design for brochures, leaflets, newsletters and book covers
* Expanded advertising and distribution channels of top title resulting in 100% increase in distribution
* Expanded pool of designers, printers and fulfilment houses, reducing costs and improving campaign scheduling
* Planned media schedules and contracted ad agencies and media buyers

EDUCATION & PROFESSIONAL TRAINING

BA English, University of Cincinnati (Ohio, USA)

Magazine Sub-editing (NUJ Certificate, with Merit), London School of Publishing

Advertising Copywriting, London College of Printing

Google Analytics, Jellyfish Digital