

SUZANNE BOYDEN-BECKLEY

Personal Details

- Status: Married with one child
- Nationality: British
- Date of Birth: 16/12/1980
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Education

- 9/1999, **University of Loughborough** reading the degree “**Publishing with English**”. However, was unable to complete the course due to financial limitations (grants were unavailable to expatriates at this time).
- 9/1997 – 6/1999, **Kings College Madrid**. 3 A Levels: English, Spanish and Mathematics. (Scholarship)
- 9/1995 – 6/1997, **Sotogrande International School, Cádiz**. 10 GCSEs (including: A* in English Literature and Spanish, and A in Computer Studies and English Language).

Achievements

- 2016 – Author of children’s book, **The Magical Potty** – available on Amazon and wider distribution channels.
- 2006 – **Winner of Basic Photography Course** at the Photographic Society in Gibraltar.
- 1999 – **Winner of International Poetry Competition** and “**Editors Choice Award**” – The International House of Poetry.
- 1997 – **Academic Scholarship** to attend Kings College, Madrid. A Level Mathematics prize. Elected Head of Boarding House.
- 1997 – Sotogrande International School, **Mathematics Prize** and “**Student of the Year**” award.

Skills

- Bilingual – English/Spanish (written and oral).
- All Microsoft programs, Adobe Indesign, basic Photoshop, basic HTML and knowledge of content management systems.
- Intermediate SEO knowledge – including metadata
- Extensive marketing skills and the ability to write compelling copy for diverse audiences – for both on and offline projects.
- Excellent communication and interpersonal skills; team builder and player, as well as strong team leader.
- A written communicator with an eye for design and detail.

Interests

Craft work, sewing, writing children’s books, reading, painting, photography, spending time with my son and interacting with different people from different walks of life.

Employment History

Independent Marketing Copywriter – Self Employed

(September 2017 – *present day*)

Working as an extension to national and international businesses in a professional marketing capacity, today I provide a bespoke service to corporate clients and other agencies.

Working with a variety of clients from all sectors – from insurance, mortgages and property, to retail, travel and leisure, I provide comprehensive marketing support and bespoke copywriting services. Typical projects include: branding, bespoke SEO-friendly website copy, ghost writing, courses, social media content and campaign management, newsletters, brochures and advertising material. For more details, please consult: www.suzanneboyden-beckley.co.uk.

Copywriter (Rebranding & Marketing) & Media Manager – Brand Promise, Cheshire UK

(September 2015 – *September 2017*)

Lead copywriter for Cheshire based national branding agency for rebrands, product launches and new enterprises, largely in the fields of property, retail, specialty foods, hi-tech manufacturing and engineering.

Focusing on building brand identities, building relationships and generating brand awareness, this role worked to enhance positive reactions from targeted audiences. Projects included: full rebrands, comprehensive website copy (following best SEO practises), brochures, direct response solutions, product launches, blogs, social media campaigns and full-service marketing practices.

Senior Marketing Account Manager – RAW Creative, Harrogate UK

(*May 2011 – December 2012*)

Management of a creative team within a Yorkshire-based PR agency with a portfolio that included Jones Lang La Salle and CB Richard Ellis, amongst others.

Main duties included account management of design and public/press relations for a series of shopping centres around the UK, development of creative campaigns for in-centre initiatives, internal collateral and regional press, and alternative PR strategies to increase footfall and market awareness. Duties undertaken: ownership and maintenance of client strategy, management of objectives and expectations, media liaison, and extensive copy writing. I ended my term in December 2012 due to the birth of my child.

Client Services Director – PLC Intercommunications, Sotogrande, Madrid, Barcelona

(*November 2009 – May 2011*)

Client Services Director for the only national advertising, media and marketing agency in Spain that targets the expat sector – Brits, Scandinavians, Dutch and Germans.

With a very prestigious client base that included Specsavers, Barclays Bank, Lloyds TSB and the Liberty Mutual Group (my main client), my main role was to oversee all campaigns from initial concept ideas to media planning and buying, and the monitoring of results and control of budgets. Responsibilities included: managing budgets in excess of half a million Euros, executing national campaigns in English and Spanish, new business acquisition, conceptual ideas, copywriting and campaign execution, PR material, radio production, print production, sponsorship deals and loyalty programmes.

NB: 11/2009 – 07/2009. The period of time between the above and below, I spent in Holland with my partner who was required for the H1N1 Swine Flu Trials.

Public Relations & Marketing Manager – Bone Fish Ltd, Gibraltar

(January 2008 – July 2009)

A new role within the company, my function within this white label provider was to generate as much positive exposure for the business and its affiliates as possible.

Responsibilities included: corporate newsletters & communications, press enquiries for national TV, press releases, advertising / marketing material, coordination and monitoring of all online marketing campaigns, copy and content for all on and offline marketing projects / campaigns for affiliates, exhibitions and events. I worked to coordinate the designers and developers with the CS team and to ensure that all sites and CRM systems were of the highest quality. In total, I executed close to 100 sites.

Editor – WOT Magazine, Gibraltar

(June 2005 - September 2007)

I was brought in on the 2nd edition of this magazine to give the publication a complete overhaul and to develop an editorial style that would be effective in terms of readers, and favourable in terms of advertising.

Until September 2007, and for the previous two years, I acted as the sole editor of this magazine – writing features, copy-editing and proofing the publication – and successfully completed (from start to finish) 27 editions. I continually worked to tight monthly deadlines, meeting targets with my team of 5. I was also responsible for the smooth running of the office – coordinating the editorial department in conjunction with the advertising, production and accounts departments.

Office Manager / Marketing Coordinator – Newport Coast Estates, Sotogrande, Spain

(January 2004 - June 2005)

Day-to-day running and coordination of the office; and preparation of Marketing and Public Relations materials.

Due to joining the company at its inception – and being the only bilingual member of staff (English/Spanish) – I became knowledgeable in all areas of real estate in a very short space of time. As the Office Manager I was the first port-of-call for property buyers and property listers, and was in direct liaison with the sales team, property developers, promoters, lawyers and clients.

Copywriter and Sub Editor – NOA International S.A, Madrid

(April 2003 - October 2003)

Feature copy editing, editorials, advertorials and global business reports for supplements published under: The Observer, The Independent, The Telegraph, The New York Times, USA Today, Forbes, Capital, amongst others.

My initial role within this large multi-lingual communications agency was as a 'copywriter', developing creative concepts for clients worldwide across a diverse range of sectors. However, due to proving my capabilities in a short space of time, my role was subsequently expanded and I also took on the task of sub editing all editorials, advertorials and general articles for the supplements/reports whilst following strict guidelines set out by the medias.

Marketing Coordinator – The Broadsheet Magazine, Madrid

(September 2000 - April 2003)

English national publication in Madrid with a print run of 30.000; coordination of all channels.

Main duties included: sales support for 3 offices, co-ordination of advertising/editorial features, pagination/flat plan of the magazine, distribution & subscriptions. I also coordinated the translation department for its holding company, Bear Publishing SA.