

## [Kate Stephenson 1st Class BA \(Hons\)](#)

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Kate Stephenson has **7 years' experience in communications, journalism and PR**, and a **First Class Honours** degree in **English Language and Communications with Journalism and Media Cultures**. She is a Trustee of the charity Born Free Foundation, serving both the Marketing & Partnerships and Programmes Committees and has previous experience as Education Editor at National Geographic Kids UK; Sub Editor at Discovery Education Europe Ltd and PR & Editorial Assistant at Cubiqdesign Ltd.

### Relevant Experience:

**Born Free Foundation,**  
*Board Trustee – September 2017 – Present*



- Using **interpersonal skills** to support Born Free staff across different departments and global territories through roles on **Marketing & Partnerships Committee** and **Programmes Committee**
- Assisting with decision-making, reviewing **departmental budgets against performance markers**, **measuring fundraising performance year-on-year** and **evaluating and revising staff targets**
- Leading the general direction of the charity with fellow trustees through devising the organisation's Working Priorities and constructing the 5-year plan to **manage and reduce organisational risks**
- Assisted with **design and content planning** for the charity's annual reviews created primarily for **external stakeholders**.

**National Geographic Kids UK, South Africa, Australia, New Zealand**  
*Education Editor – August 2018 - January 2020*



- UK-based role **creating engaging content** for the four territories' publications: UK, South Africa, Aus, NZ. **Copywriting for print and online**
- Frequently using software such as **InDesign, Photoshop, MailChimp, WordPress, Google Analytics and SEMrush**
- Devising weekly and monthly **content strategies** based on popular keyword searches, user behaviour and reacting to **timely** news and calendar events
- Leading the creation of online educational resources and additional online features related to **conservation education**
- Managing freelance staff working on the service through **allocating workflow** and training freelancers and work experience students to use relevant software
- Working with Senior Marketing Manager to **populate and design email newsletters**
- **Organising** Junior Explorers Club for the UK magazine and writing magazine features

**National Geographic Kids UK South Africa, Australia, New Zealand**  
*Staff Writer – November 2016 - August 2018*



- Launching new Primary Resources section of Nat Geo Kids' website through **designing the website's look and user experience**; creating content and devising **content strategies**
- Leading the **PR & marketing plan** for the launch of the new section; **monitoring site traffic** and **engagement** of section, and user sign-ups – **10,000 teachers signed up in the first year**
- Writing copy for the magazine and website, planning **social media** posts and **press releases**

**Discovery Education Europe Ltd.**  
*Sub Editor – September 2014 - November 2016*



- Responsible for **creating company-wide style guide** and implementing its use across departments
- **Sub-editing copy for various purposes and audiences**: broadcast news bulletins, video content, classroom resources, marketing materials, mailers, newsletters, etc.
- **Researching relevant news stories** that I **presented** at weekly news broadcast meetings
- Using **techniques** such as **precising** news articles to make them **audience appropriate**

- **Sourcing news stories and writing copy** for HR Grapevine and Recruitment Grapevine **print magazine, website and newsletters**
- **Building positive and collaborative relationships** using a database of supplier contacts to **interview** HR professionals and corporate Board members, and **attend corporate events**

**Cubiqdesign**  
**PR & Editorial Assistant – January 2014 - May 2014**



- Writing copy for **magazines, websites, newsletters and e-shots** and inputting copy into a **CMS**
- **Managed social media platforms and content strategies for business clients** and carried out a range of PR duties, including setting up media and client lists by collecting new contacts

## **Volunteering & Other Initiatives:**

**Editor in Chief, [Kate on Conservation Blog](http://www.kateonconservation.com) – October 2011 - Present**

**Planning, co-ordinating and delivering creative content** and managing engagement on the award-winning environmental and wildlife conservation blog; [www.kateonconservation.com](http://www.kateonconservation.com); exploring a vast wealth of conservation issues from across the globe through reporting on the latest discussions, documentaries, campaigns, demonstrations; seeking leading conservationists' input and celebrity interviews. **Awards: Animal Star Awards 2019 Highly Commended Animal Hero category UK Blog Awards 2016 Highly Commended Individual Blog Green / Eco Category.**

**Volunteer Blogger, Social Media Officer and Volunteer Co-ordinator for [vEcotourism.org](http://vEcotourism.org)**

I **successfully lead a team of 30 volunteers** from across the globe, **co-ordinating their activity across time zones** to deliver content on time for a conservation organisation that develops **VR apps** for conservation purposes. I managed social media and blog output, monitored audience engagement and worked with brand ambassador and biologist Ian Redmond OBE to effectively promote their message.

**Volunteer work at Shamwari Game Reserve** – After completing my A-Levels, I travelled independently to South Africa to join a student volunteer project for three months, working on environmental conservation projects on the reserve through **Born Free Foundation, local schools and Community Care Projects.**

## **Education, Achievements & Leadership:**

**1st Class BA Hons. English Language & Communication with Journalism and Media Cultures with a Year's Study in Australia – University of Hertfordshire**

- Awarded **Chancellor's Gifted and Talented Scholarship** and **Outstanding Student Contribution to the Humanities Programme** prize
- Awarded Student's Union's **Outstanding Contribution to Media** award for work as **Editor of BlueMoon student magazine and Deputy Editor of UniVerse Student Newspaper**
- Served as **Student Ambassador, Student Representative, Study Abroad Promoter, Student Union Blogger and Committee member of the UHSU Discussion Society; inviting guest speakers and chairing talks** about current affairs, politics, religion and philosophy

**Journalism & Internet Studies, Study Abroad Year – Curtin University, Australia**

- Awarded a **Global Scholarship** from my home university
- Organised and participated in an **online conference about Internet Communications live-streamed internationally** and with papers published online
- Awarded **'Most Valuable Player'** at Western Independent Newspaper

**A Levels – City College Norwich:** English Language & Literature, Media Studies, Photography, ICT.

**Work Experience at Eastern Daily Press, Archant**

**Awards: Brookstreet Award for Outstanding Achievement (City College Norwich), Winner of Jubilee Journalist's competition (Eastern Daily Press, Archant)**

**GCSEs – Charles Burrell High School: 10 GCSEs: 5As 5A\*s. *Work Experience: BBC Blast Norfolk***