



# Thea de Gallier

Editor, writer and digital content creator

London, UK

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## Languages

English

## About

I'm a writer with a decade's experience in content creation, journalism and digital production. After spending many of those years as a journalist, I recently crossed over into tech, using my skills to create UX-informed content for a women's health app. As a freelancer, I combined traditional reporting and feature writing with commercial content creation for clients such as Sony and CNN, and provided ad-hoc consultancy on editorial strategy for startups such as Badoo. Several roles have required me to commission and edit freelancers or agencies, so I'm confident in editing and briefing as well as writing. I'm also confident analysing data to assess digital content and social performance, and am familiar with various analytics and project management tools. I illustrate on the side of my editorial work.

### BRANDS WORKED WITH

- BBC
- Bliss
- Flo Health
- Mumsnet
- Redwood
- Talkradio
- Topps Tiles
- Various Titles

## Experience



### | CONTENT EDITOR

Flo Health | Jul 2022 - Oct 2022

- Content strategy for Flo - a menstrual tracking app used by 200 million women worldwide
- Worked on Track mode - the functionality for people tracking their menstrual cycles - to write, commission, edit and plan content strategy, in an Agile environment alongside product managers
- Turned complex medical and scientific information into easily digestible articles, captions, calls to action and other interactive forms of content like polls and multiple choice user journeys
- Writing with localisation and geographic/cultural considerations in mind to make content universally appealing to users worldwide
- Worked with UX designers to ideate content flows and user journeys in-app with an end goal in mind, such as encouraging users to sign up for paid version of the app
- Using data to make content decisions that achieve company OKRs



### | SENIOR JOURNALIST/CONTENT CREATOR

BBC | Feb 2019 - Jul 2022

- Achieved digital readership of c. 2 million with articles tailored to Three's demographic - underserved young audiences
- Sole responsibility for analysing performance data weekly on text features and presenting results to the wider team, using the data to find trends and learning points
- Writing shortform copy such as Instagram carousels and captions, tweets and closed captions, as well as scripting video content
- Finding real case studies to interview to bring Three topics and themes to life, building trust with young underserved communities around the UK
- Increased visibility across the BBC by leading collaborations with other BBC desks
- Providing graphics and illustration for written pieces as required
- Deputising for the Editor to ensure all editorial standards are upheld across the department - impartiality, contributor wellbeing, checking sources, ensuring contentious articles are legally sound
- Working alongside the SEO and UX teams to improve the user journey of the Three website and mapping content in the CMS to maximise engagement time

### | DIGITAL EDITOR

Talkradio | Apr 2018 - Feb 2019

- Played a key part in talkRADIO's ARIA award-nominated coverage of the Grenfell anniversary - securing several exclusives and producing a short documentary

- Implementing a content strategy divided into three distinct pillars: content to promote and highlight the on-air shows, original reporting, and news-related features with coverage bolstered by original video
- Original reporting saw monthly pageviews double, Twitter followers increase by 10k and Facebook followers by 5k
- Improving working relationships between broadcast news, production and online, resulting in more cohesive cross-platform coverage and development of broadcast skills in my team
- Improving SEO practice and content categorisation in the CMS
- Establishing presentation and style guidelines

## ● | COPY EDITOR (FTC)

Redwood | Aug 2016 - Sep 2016

Copy editor on the Boots Christmas catalogue, writing product captions, managing pagination and indexing, and obtaining imagery from suppliers

- Working directly in InDesign to make edits
- Coordinating with account manager and project manager to meet pre-defined timelines and print deadlines



## ● EDITORIAL & PRODUCTION ASSISTANT

Mumsnet | Jan 2015 - Jun 2015

Responsible for sourcing and writing the majority of style and beauty content

- Solely responsible for creating and designing all on-page graphics and images for social media
- Compiling and A/B testing weekly newsletters (including creation of graphics)
- Assisted with digital production duties such as tagging and categorising in the CMS and working with the development team to simplify user journeys across the website
- Finding trending talking points in the forums to turn into blog posts, advice and informative features
- Working with external stakeholders to devise editorial options for sponsored content

## ● WRITER, EDITOR & JOURNALIST

Various Titles | Jan 2014 - Apr 2018

Contract roles as a news writer at BBC Newsbeat and entertainment weekend editor at the Daily Star

- Provided commercial content for the likes of Sony (musician biographies, press materials and syndicated interviews), Redwood, CNN commercial studio and Eventbrite
- Casual entertainment and music reporter at various national titles including The Times, The Telegraph, Metro, Daily Express, NME, Vice, Total Guitar, Alternative Press and more covering music and related social trends, live event reporting, interviewing and profiling talent and reviewing releases,
- Freelance social media management for various lifestyle/entertainment outlets like NME, Grazia, Closer and Stylist, using tools like Social Flow, Hootsuite, Tweetdeck and Sprout
- Carved a niche as an expert on women's safety in the music industry, reporting on the topic for the Guardian, i paper, Metal Hammer, i-D magazine, Grazia and others
- Headhunted for the position of weekly music correspondent on talkRADIO



## ● SOCIAL MEDIA MANAGER

Bliss | Sep 2013 - Jan 2014

Built campaigns around offers and deals for travel clients, writing supporting blogs and engaging with customers on social media

- Raised engagement to the company blog 200% by introducing news-style reporting on events in the city
- Wrote the company tone of voice guide, edited all written comms such as press releases, and compiled/tested the weekly newsletter



## ● MARKETING CO-ORDINATOR/COPY EDITOR

Topps Tiles | Apr 2012 - Aug 2013

Was asked to join the Marketing team from Merchandising as a copy specialist

- Oversaw a project to create a series of customer brochures which I designed as well as commissioning, proofing and fact-checking all copy
- Responsible for devising the company style guide