

# JENNYPLESTED:CV

## Personal Details

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## Current Position

**Freelancer in public relations specialising in:**

- copywriting
- proofreading
- press release writing
- editorial
- advertorial
- writing for marketing material
- writing website copy, including SEO
- newsletters and bulletins
- speeches
- planning, developing and implementing PR strategies
- celebrity interviews
- event management

## Previous Position

**Company:** Lee Valley Regional Park Authority (LVRPA)

**Dates:** September 2007 – July 2009

**Job Title:** Media & Communications Manager

- Job Role**
- drafting speeches and briefing materials for senior management and Authority Members
  - raising profile of Chief Executive and Senior Officers through targeted media and seeking speaking opportunities
  - provide communications advice and support to Senior Management
  - responsible for reactive and proactive media management, identifying and developing excellent relationships with local, regional and national media, including print, electronic and TV
  - external communications – writing and editing external newsletter. Writing and editing Authority website. Writing copy and advertorial for various forms of media, including press releases, photocalls etc. and selling-in stories
  - internal communications – writing and editing internal newsletter and Authority intranet
  - crisis management – pro-actively managing good/bad news stories and preparing reactive responses and strategies. Managing high profile announcements to minimise reputational damage
  - co-ordinating press material for events, actively seeking media presence
  - develop and manage relationships with LVRPA supporters
  - contribute to the development and implementation of creative PR and media campaigns and provide PR and media support to LVRPA departments
  - work with key departments to deliver specific projects and events, co-ordinating with external agencies to manage design and implementation of LVRPA brand
  - website - manage website content - writing and editing. Seeking opportunities to maximise website as a means of promoting LVRPA. Writing website guidelines
  - manage and support corporate events and seek celebrity attendance where necessary
  - proofreading – marketing leaflets, website, annual report, corporate guidelines, corporate exhibition material

## Previous Position

**Company:** Lee Valley Regional Park Authority (LVRPA)

**Dates:** April 2005 – September 2007

**Job Title:** *PR & Communications Officer*

- Job Role:**
- responsible for reactive and proactive media management, identifying and developing excellent relationships with local, regional and national media, including print, electronic and TV
  - external communications – writing and editing external newsletter. Writing and editing Authority website. Writing copy and advertorial for various forms of media, including press releases, photocalls etc. and selling-in stories
  - internal communications – writing and editing internal newsletter and Authority intranet
  - crisis management – pro-actively managing good/bad news stories and preparing reactive responses and strategies. Managing high profile announcements to minimise reputational damage
  - co-ordinating press material for events, actively seeking media presence
  - develop and manage relationships with LVRPA supporters
  - contribute to the development and implementation of creative PR and media campaigns and provide PR and media support to LVRPA departments
  - work with key departments to deliver specific projects and events, co-ordinating with external agencies to manage design and implementation of LVRPA brand
  - website - manage website content - writing and editing. Seeking opportunities to maximise website as a means of promoting LVRPA. Writing website guidelines
  - manage and support corporate events
  - proofreading – marketing leaflets, website, annual report, corporate guidelines, corporate exhibition material

## Previous Position

**Company:** Lee Valley Regional Park Authority (LVRPA)

**Dates:** October 2003 – April 2005

**Job Title:** *Management Support Officer - Marketing*

- Job Role:**
- manage the update and printing of corporate leaflets and their distribution
  - maintain corporate customer database and organise specific mail shots, in conjunction with the external mailing house, DMC
  - research, create and distribute monthly electronic newsletter “e-flyer”
  - edit and maintain the Lee Valley Park website, along side an external web design company
  - collate monthly web statistics to aide in assessing the marketing effectiveness of the web site
  - organise and co-ordinate various exhibitions and events, both independently and as a team:
    - Lee Valley Birdwatching Fair 2004 & 2005
  - regular duties:
    - respond to general marketing enquiries from customers and businesses
    - collate weekly and monthly press cuttings and publish on public folders
    - manage image library database to make images easily accessible
    - participate in events and exhibitions
    - use new finance system to raise orders and process invoices
    - financial spreadsheets – set up and maintain spreadsheets to track financial expenditure for various departments
    - manage bookings diary for department Land Rover and MEU

- The Outdoor Show 2004 & 2005
- The British Birdwatching Fair (Rutland) 2004 & 2005

### Previous Position

**Company:** **Publicity Engineers**  
PR Consultants

**Dates:** March 2003 – October 2003  
(Temporary position)

**Job Title:** **Office Manager**

**Job Role:** Office management in a PR environment

### Previous Position

**Company:** **Kaleidovision**  
Videographics company

**Dates:** May 2001 – Feb 2003

**Job Title:** **Project Co-ordinator**

**Job Role:**  
(Aug 2002 – Feb 2003)

Project Co-ordinator

- Update and develop project and system database
- Liaise with Account Managers to request, chase project artwork as required via appropriate medium
- Co-ordinate programming, projects, music, systems and despatch as required
- Create schedule plans for all departments
- Create weekly and daily workflow for the Programming department
- Liaise with Account Managers to obtain information required by departments
- Liaise with Clients to obtain relevant information
- Change Management
- Weekly invoice forecasting
- Liaison with Finance department on project and system invoicing

Junior Account Managing

- Attending presentation demonstrations along with Account Managers
- Run small scale projects
- Produce quotations and creative briefs
- Run demonstrations to independent operators on and off site

Training Executive

- Co-ordinate and conduct training at head office and on-site as required
- Design and produce all training aids
- To participate in trainer training
- Develop and implement system for all training sessions and recording comments/feedback
- Offer advise and support to users regarding operational issues
- Provide quotations for training sessions as required

**Job Title:** **Sales and Marketing Executive**

**Job Role:**  
(May 2001 – Aug 2002)

Sales and Marketing Executive

- Handle sales enquiries and pass to Account Managers as appropriate
- Liaison with all clients, researchers and external agencies, clients include HSBC, Scottish & Newcastle and Greene King
- Liaison with all company departments
- Research and produce marketing plans
- Monitor & report on press coverage and competitor activity
- Co-ordination of preparation for exhibitions/ trade shows and attendance at events.

- Administration of all marketing support materials, including preparation of specialist design proposals and VHS showreels.
- Co-ordination of video shoots.
- Utilising a range of computer skills covering Word, Excel, Publisher and PowerPoint.

Junior Account Managing

As above

Training Executive

As above

## Previous Position

**Company:** **European Flavours & Fragrances Plc**

Manufacturer of flavours and fragrances

**Dates:** May 1999 – May 2001

**Job Title:** ***Marketing Assistant & Trainee Evaluator***

- Job Role:**
- Collate information from publications and organising appropriate marketing systems
  - To maintain awareness of market products.
  - Taking responsibility for loading fragrances onto a computerised system.
  - Organising regular fine fragrance appreciation lists.
  - Assisting with all aspects of marketing presentations
  - To select appropriate fragrances in response to customers requests.
  - To maintain the necessary records to enable effective fragrance selection.
  - Logging new product samples and organising relative displays with new product lists.
  - To work with the Sales team to initiate and develop market analysis reports and presentations.
  - To encourage potential customers to brief the company for their new product requirements by using market overview techniques.

## Work Experience

**1998 – 1999** **Orange Communications**

***Trade Marketing Assistant (temporary position)***

I worked as part of a team, liaising with customers and businesses, setting up and maintaining spreadsheets and assisting with different projects.

## Education

**2007** Crisis Management course, Effective Press Relations course, Media training

**2006** Successful PR and the regional media course

**1997 – 1998** **University of Hertfordshire**  
***Business Administration & Marketing with Honors 2:2 discipline***

Options included: International Marketing, Marketing Communications, Strategic Marketing Management.

**1995 – 1997** **Hertford Regional College**  
***HND Business & Finance***

Options included: Industrial Relations, Introduction to Marketing, Organisational Marketing and Service Marketing, Marketing Communications, Marketing Research, Personnel Management.

**1990 – 1995** **Ward Freman School**

***Awards Received:***

A Levels: English, Business

GNVQ (intermediate): Business (Merit)

GCSE's: 8 GCSE's grade A – C

RSA: Typewriting 1 (Pass)

## References

References available on request.