



#### Lisa Robertson

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# Editwrite - self-employed (since April 2015)

I am a professional **proofreader** and experienced **business writer** with particular interest in **health information** and **plain English**. I work freelance from my home in Leamington Spa, Warwickshire, helping **businesses**, **charities** and **other organisations** to produce **clear**, **consistent** and **accurate** text.

# Regular client work

- Proofreading materials for a global assessment company whose clients are large corporate organisations, mainly working with Word documents but sometimes online or in PowerPoint
- Proofreading a monthly membership magazine for a professional body within the health sector, beginning by proof-editing articles in Word then doing final checks on the full PDF proof
- Proofreading business plans (in Word) and pitch decks (fully designed PDFs) for a company whose clients are start-ups looking for investment

- Proofreading student reports for an independent senior school, directly within the school system
- Proofreading 'starting school' picture books and information booklets (fully designed PDFs) that my client writes and tailors for individual schools

Much of my work for business clients isn't limited to a traditional definition of proofreading and involves a level of copyediting and general quality assurance as well.

### **Editorial training and qualifications**

#### Advanced Professional Member of the Chartered Institute of Editing and Proofreading (CIEP)

- Upgraded from Professional Membership in 2024
- CIEP conference delegate in 2020, 2022, 2023 and 2024
- Completed training courses with CIEP: Introduction to proofreading; Brush up your grammar; Introduction to copyediting; Editing with Word; Web editing; Plain English for editors

# Accreditation from the Publishing Training Centre (PTC)

• Basic Proofreading, awarded with Merit, September 2017

#### Member of the Patient Information Forum (PIF)

- Completed training course: Writing health information
- Regularly attend webinars

### Member of Plain Language Association International (PLAIN)

• Regularly attend webinars

#### Other training

- Plain English campaign: Plain English reports; Plain English design; Plain English writing for websites
- E-learning modules with the PTC: Adobe tools for editors; Copyright essentials; Editing references



#### Other project examples

- Writing, editing and proofreading resources for children, young people, families and professionals, for a health sector charity
- Writing a strategy document for a young people's charity, being led by input from young people
- Contributing to projects as a **text expert**, for a health applications company
- Writing local authority strategy documents and needs assessments
- Proofreading and editing articles and website text for various small businesses and individuals
- Streamlining a charity's guidelines into one plain language document
- Various work for a public sector consultancy firm, including copywriting for their **website** and **marketing materials**, and writing **analysis and review documents**

# Previous employment - Warwickshire County Council (2000–2015)

During my local authority career, I undertook a number of roles within children's services planning, performance and commissioning. For a full list of roles and duties, please see my <u>LinkedIn profile</u> or <u>contact me</u>. Significant achievements and experience include:

- Writing a variety of documents for different purposes, including analysis reports, summaries, newsletters, annual review reports, strategies, board reports and business cases
- Writing documents for a wide range of audiences, including senior directors, Ofsted inspectors, elected councillors, children and young people, and the public
- Being an expert in performance management, including producing detailed data reports for social care teams, supporting them with recording and process improvement, managing Ofsted inspections, and producing a department-wide performance framework on which to hang business plans and individual development plans
- Being part of a major children's services tender process in my role as a commissioner, from bid evaluation through to implementation

#### Education

Postgraduate Diploma in Management (public sector management through work-based learning) Distinction, Coventry University, 2006

**BA (Hons) Psychology & Education** 2:1, University of Warwick, 2000

# Personal and voluntary

I live with my husband, two children and two cats in Leamington Spa. I work from home and enjoy the flexibility this brings around our busy family life.

I run regularly and have recently started volunteering at my local **parkrun**, my favourite roles being marshal and tailwalker. Whether running or volunteering, I love playing my small part in this community, giving people a free and inclusive opportunity to improve their physical and mental health.

My previous volunteering roles were led by the stage my children were at. Between 2012 and 2017, I helped **Warwickshire Central branch of the National Childbirth Trust (NCT)** by proofreading and writing for their newsletter, and between 2013 and 2023, I did various work for **Brookhurst Primary School and its parent-teacher association (PTA)**. This included a year as PTA chairperson, a year as PTA secretary, and multiple stints as a parent helper for reading and school trips over the years.

When I'm not working, running or doing family things, you might find me reading a book, listening to music or enjoying a cup of tea and a cake with friends.