

CLEAR, CONSISTENT AND ACCURATE TEXT



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Lisa Robertson

Editwrite - self-employed (since April 2015)

I am a professional **proofreader**, experienced **business writer** and fan of **plain English**. I work freelance from my home in Leamington Spa, Warwickshire, helping businesses and individuals 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

Professional Member of the Chartered Institute of Editing and Proofreading (CIEP) Upgraded from Intermediate Membership in 2022

Accreditation from the Publishing Training Centre (PTC)

Basic Proofreading, awarded with Merit, September 2017

Training with the CIEP (and its predecessor, the Society for Editors and Proofreaders)

Introduction to proofreading; Brush up your grammar; Introduction to copy-editing; Editing with Word; Web editing; Plain English for editors

CIEP conferences

Attended as an online delegate in 2020, 2022 and 2023

Training with 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.