**Emma Johnson**

***Journalism / Content / Social Media / Podcasts***

[***emmajohnson.me***](http://emmajohnson.me/)

I’m a qualified journalist with 15 years’ experience as a magazine editor, researcher and freelance writer. I also have over seven years of experience in social media management and content creation, and am currently the producer of a successful self-development/entrepreneurship podcast. I’m a talented writer, highly-organised, very creative and confident managing big projects and teams. I have worked with clients to launch new magazines, establish social media strategies, set up and create websites, develop and deliver new projects, design and plan pitches and rebrands, produce multimedia content and undertake numerous writing roles and commissions.

My areas of expertise include wellbeing, self-development, lifestyle, parenting, sustainability, slow living, food, mental health, entrepreneurs, books and business. I have worked with clients such as Jo Malone, British Airways; Jaguar Land Rover; Maybourne; Roger W Smith, The Royal Exchange, Canary Wharf Group; Small Luxury Hotels of the World; Bobbi Brown; Knight Frank; Nutmeg Investment.

**Freelance Content Curation: Blinkist (**[**link here**](https://www.blinkist.com/en)**)**

**October – December 2020**

* Fixed term three month contract, curating reading lists and collections of books under a series of topics – from wellbeing and health to parenting and politics
* Responsible for suggesting new books, themes and categories

**Producer: Self Centred Podcast (**[**link here**](https://podcasts.apple.com/gb/podcast/self-centred-with-roann/id1507824357)**)**

**August 2020 - present**

* Researching, interviewing and booking guests - which included social change entrepreneurs, purpose-driven thought leaders, authors, rebels and campaigners
* Recent names booked: Gelong Thubten, David Price OBE, James Thornton, Saasha Celestial-One, Eve Kalinik, Matt Rudd
* Writing guest briefs, biogs, interview scripts and talking points, editing recordings, writing episode synopsis and titles
* Setting up and running social media accounts - Twitter, Linked In, Instagram, designing assets, graphics and quotes, as well as promotion, guest blogging and articles

**Social Media Management: Kintsugi (**[**link here**](https://www.instagram.com/kintsugi_magazine/)**)**

**January 2017 – October 2020**

* Grew Instagram following from 42 followers to 3.5k, managed all content including grid, Stories and Live
* Set up a Facebook page with 3k followers and a post reach of 100k
* Designed graphics, quotes, seasonal campaigns, Stories series

**Features Editor: Kintsugi (**[**link here**](https://kintsugispace.com/)**)**

**January 2017 – present**

* Managing weekly newsletter of features, talks, books and podcasts to over 80k subscribers
* Write and commissioned features for the quarterly magazine and app on wellbeing, women, work, mindfulness, fashion, mental health, slow living, sustainability
* Write and commissioned regulars and round-ups including apps of the month, reading list, travel guides and mindful/wellbeing style-lists
* Sourced pictures and graphics, liaised with the design team, sub-editing and style-checking

**Freelance Journalist & Copywriter: various (**[**link here**](http://www.emmajohnson.me/journalismemmajohnson)**)**

**May 2015 - present**

* Writing for BA High Life, Maybourne, Wellbeing (Australia), British Travel Journal, The City Magazine
* Topics include investing, art, wine, literature, travel, luxury brands, parenting, wellbeing

**Content & Social Media: The Daily Sparkle (**[**link here**](https://www.dailysparkle.co.uk/hub/)**)**

**Nov 2014 - present**

* Write, design, curate monthly newsletter to over 8k subscribers
* Write, design and develop resources section of the website, including news, round-ups, ideas and a blog, writing and commissioning monthly content
* Writing press releases and advertorials
* Applying for - and winning - several industry awards
* Set up Facebook page and grew niche, highly-engaged following to 2k
* Set up Facebook group, now over 1.3k members

**Previous roles:**

* **Managing Editor: Luxury London Media**, various titles (The City Magazine, Canary Wharf, Vantage), October 2010 – May 2015
  + Editorial strategy, writing, planning and commissioning, layout, design and image sourcing, editing, proofing, fashion shoots, interviews – totalling over 400 pages of content per month
  + Hiring and managing a team, as well as a contributing network of around 20 writers and specialist freelancers
  + Ran and attended events, maintained an extensive network of contacts across the industry, close working relationship with sales teams, client management and networking

* **Journalist, sub-editor and copywriter (October 2005 – October 2010)**
  + Editor - Education Executive and Practice Business – b2b titles for education and health sectors (2005-2008)
  + Editor - thelondonword.com, freelance
  + Internal Communications - Royal Mail, eight-month contract
  + Features and sub-editing - Tesco Real Food
  + Freelance features - FHM, London Homes & Property, Angel, Leader,
  + Copywriting - Capita, Logica, Future Leaders, Schools Advisory Service

**Education**

* Postgraduate Diploma in Journalism (2005, NCTJ Accredited) PMA Media Training
* MA Literature (2004, Merit) Royal Holloway, University of London
* BA English and Theatre Studies (2000-2003 2(1)), Royal Holloway, University of London
* A-Levels English, Drama, Art: (1999, A,A,B) Stonar School, Wiltshire

*References available on request / DOB: 26/06/1981*

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