

# Simon Creed

Content design specialist

## Contact

- 07747637185
- simoncreedwrites@gmail.com
- www.contentiscreed.com
- Greater Manchester

## Skills

- Content design and strategy
- Content marketing
- Exceptional writer
- Leading a successful team
- Devising creative concepts
- Content testing and data analysis

## Education

- English and Creative Writing
- University of Chichester
- 2011-2014

## Important to me

Leave people in a better place than they were when they found you.

Content should be:

- accessibility-first
- user-centric
- inclusive
- iterative.

## Accessible CV

PDFs often provide a terrible user experience (for many reasons). If you'd prefer, you can [read an accessible version of this CV on my website](#).

## Profile

My background combines marketing and educational content specialisms.

Both areas have shaped my ability to meet the needs of diverse audiences through high quality, accessible, user-driven content experiences.

I have been both supplier and client. My experience cross-cuts content design, strategy, marketing, and UX writing. In recent years, I have driven meaningful change across the national programme content offer at the UK's largest youth charity.

## Experience

### Head of Content at The Prince's Trust

December 2020 to present

Lead for the national programme content offer.

- Coordinate content delivery for the Trust's flagship propositions.
- Design physical and digital content experiences in collaboration with multidisciplinary teams (typically multiple projects at one time).
- Develop and execute content strategies for digital products.
- Develop content models, patterns and taxonomies to enable scalability.
- Manage a team of three Content Managers
- Work with senior stakeholders to capture business visions.
- Support corporate funding bids and reporting.
- Interface with corporate partners to foster buy-in and satisfaction.
- Procure and manage external agencies and suppliers.
- Own and manage annual content budgets – funded and BAU.

### Content Manager at The Prince's Trust

January 2020 to December 2020

Responsible for delivering national programme content.

- Designed accessible and inclusive programme content.
- Delivered key content outputs for website builds.
- Managed and maintained content on digital platforms.
- Managed relationships with key stakeholders, suppliers and partners.

### Creative Content Manager at SupaReal

October 2018 to January 2020

Agency lead for creative B2B content marketing campaigns.

- Devised and delivered content hubs and lead gen campaigns.
- Led on the development of creative campaign concepts.
- Content design and execution.
- Client relationship management.

## Portfolio

Want to find out more? Look at the examples of my work on my website.

[View Portfolio](#)

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## Social Media

[LinkedIn: Simon Creed](#)

## Content Marketing Executive at SupaReal

November 2015 to October 2018

Agency lead for content design and production.

- Copywriting.
- Campaign concepts.
- Email marketing.
- Social media management.
- Content planning.

## Contributing Writer at TickX

January 2020 to December 2020

Responsible for delivering national programme content.

- Designed accessible and inclusive programme content.
  - Delivered key content outputs for website builds.
  - Managed and maintained content on digital platforms.
  - Managed relationships with key stakeholders, suppliers and partners.
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## Training

- Franklin and Covey: Way of Leading
  - Content Design London: Advanced Content Design
  - LinkedIn Learning: Photoshop Essentials
  - Udemy: Figma UI UX Design (Essentials and Advanced)
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## Software

I have experience using (list not exhaustive):

- Miro
- Figma
- Jira
- Monday
- Adobe Creative Suite
- Canva
- Silktide
- HubSpot

Content management systems

- WordPress
  - Contentful
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## Awards

MPA Rising Star Award 2019: Nominated