



## Faye Stenson

### Freelance Copywriter, Marketing Communications Specialist, Trainer & Coach

4 Harcourt Crescent, Nuthall, Nottingham, NG16 1AT.

Mobile: 07595 839 550. E-mail: [faye.stenson@blackandwrite.co.uk](mailto:faye.stenson@blackandwrite.co.uk).

## Personal & Career Profile

I'm an experienced and qualified [copywriter and marketing communications specialist](#). I work with businesses and third sector organisations to deliver high quality online and offline marketing projects. These include optimised website content, blogs and articles, white papers, email campaigns, direct mail packs, promotional literature, press releases – and much more.

Often, my role is simply to provide written content. But the jobs I love best are the ones where I can take the initiative and bring so much more to the table. That's why you'll often find me leading or working alongside a team of other creatives, such as graphic designers, web developers and PR specialists. It's these partnerships, coupled with my strong organisational, planning and analytical skills, that enable me to deliver complex, multi-stranded marketing and branding projects for my [copywriting](#) and [consultancy](#) clients.

Under the Black & Write banner, I also offer bespoke [training courses and workshops](#) around copywriting and content writing, tone of voice development and digital marketing. In addition, clients can book Power Hours, which are highly structured, tailored sessions designed to help clients create their own tone of voice, develop a particular writing skill or overcome a marketing or communications challenge in their business. Through third party training providers, I teach apprenticeships and digital skills bootcamp courses to a diverse learner base.

Before setting up my own business in 2008, I held several business development and marketing roles in the corporate sector. I've worked on the successful launch of three new businesses in the UK, USA and Europe, and have experienced every aspect of setting up and running a company.

## Current Employment (self-employed)

### October 2008 – date. Freelance copywriter & marketing communications specialist

Current, recent and ongoing projects include:

- **Huble Digital.** I work with this international digital services agency to provide website, email, social media, thought leadership and white paper copy to their global client base. Sectors include marketing strategy, hospitality technology, electronics and nutrition. My primary contacts and clients are based in Germany\*.
- **Outlook Creative.** A Northampton-based agency with an international client base. Most writing projects involve medical technology and related services such as hearing aid technology. Materials are aimed at patients, HCPs or the end client's sales team. Content I produce includes video scripts, email campaigns, sales presentations, patient literature, app copy, white papers, blogs, job ads, case studies & straplines\*.
- **Marcus Farmer (ALP33).** Editing and writing additional [website copy](#) for a long-standing client and Independent candidate for the Cheadle, Greater Manchester constituency in the July 2024 General Election. After the election, I'll be rewriting the website for Marcus' waste collection, shredding and recycling business, [STE Waste](#).
- **Proplanet.** A Dutch IT company specialising in product information and data management systems. Amongst other projects, I delivered a large and complex [website](#) for the UK business in 2023. A big part of the job involved respinning and explaining sector-specific terminology and jargon into Plain English.
- **It'seeze Nottingham / it'seeze Warwick & Redditch.** Ongoing work to write regular blog articles, including client case studies, for two web design and SEO franchises. Also, website copywriting and SEO projects for it'seeze clients, such as [Road to Success Coaching](#), [McCrorys Removals](#) and [ST Battery Services](#).
- **Cureton Consulting.** Regular [blog-writing work](#), plus occasional social media, case study and award application writing projects.
- **Ruddington Parish Council.** Researching, writing, editing and designing a [monthly newsletter](#). Uploading the articles to the website, plus ongoing [website](#) updates. I also draft profiles for new [Parish Councillors](#).
- **Midland Regional Printers.** Writing press releases, features and awards applications. I rewrote the latest press release as an [exclusive feature](#) for the prestigious Sustainable Business Magazine.

*Please visit my [website](#), [LinkedIn profile](#) and [Facebook page](#) to find out more.*

*\* Work is subject to an NDA. Please [contact me](#) to see select examples that are in the public domain.*

## **2019 – date. Freelance mentor to apprentices / digital marketing trainer & coach**

Working through third party training providers, I mentor and teach apprentices studying Level 3 Content Creator, Level 3 Business Administrator, Level 4 Marketing Executive and Level 4 PR & Communications. The work involves researching and producing my own teaching materials and resources, which keeps me up to date with the latest developments in marketing, PR, digital (including SEO), AI and business. To date, 11 of my apprentices have passed their courses, one with Merit and six with Distinction.

For a previous training provider (2019 to 2022), I created and ran regular seminars to groups of apprentices on a range of topics around PR, digital marketing, career planning and general business skills, as well as teaching apprenticeships. In 2021, I designed and delivered two 12 week short courses on Digital Marketing / Digital Literacy as part of a pilot Digital Skills Bootcamp programme funded by ESFA. The scheme has since been rolled out nationally and I now teach similar 10 to 14 week courses through a different training provider.

I have also provided IQA services to a former training provider and developed curricula and related materials, such as Apprenticeship Start-up Meeting (ASM) slide decks and teaching resources, for some of the apprenticeships. These were available for use by all mentors teaching these standards.

I hold a Level 3 Award in Education and Training (PTLLS) and undergo regular training in areas such as Equality & Diversity, Safeguarding (child and adult), Prevent, British Values, various aspects of Health & Safety including online/cyber security, and educational best practices. I have a recent (April 2024) enhanced DBS certificate.

Under the Black & Write banner, my [corporate training](#) clients include Nottingham Trent University (NTU) and the Builders Merchants Federation (BMF). I'm running a series of one day and six week [copywriting and content writing courses](#) for NTU and the Enterprising Ashfield project throughout 2023, 2024 and 2025. In summer 2023 I delivered a 5 week digital marketing course for a BMF member that focused on strategic planning and social media, to support the member with marketing a new e-commerce website.

## **Employment history**

**August 2004 – October 2008.** Marketing and Operations Manager, Breyer UK, LLC

- Setting up and running the UK-based subsidiary of a [US toy business](#). Contributing to the company's steady sales growth and expansion across the UK and Europe over four years.
- Appointing and managing external agencies to develop and establish the Breyer brand in the UK and Europe, and ensure consistency of messaging across all marketing, PR and promotional activities.
- Directing the creation and implementation of a PR and marketing strategy, to enable the company to achieve its sales targets and wider business goals. Hands-on involvement in all areas, from product development, to devising engagement and retention programmes for consumer and trade customers.
- Coordinating and running Breyer's attendance at consumer and corporate events and trade fairs, from small agricultural shows to the London Toy Fair. Also managing Breyer's annual sales conference.
- Managing the smooth and efficient running of all business operations, including KPI reporting; product procurement; imports and exports; warehousing and distribution; customer relationship management; finance; IT; supplier appointment and supervision; staff recruitment, training and management.

**February 2002 – August 2004.** Marketing Coordinator, Boots Retail International

- Supporting the launch of a chain of Boots health and beauty in-store concessions in the USA.
- Creating and running workshops and presentations for members of the UK-based project team.
- Writing marketing proposals to be used in sales presentations to the US retail partners.

**January 2000 – February 2002.** Retail Banking Associate, Capital One Bank

- Managing the banking vendor's (Skipton Building Society) relationships with introducers (IFAs).
- Setting up new marketing and operational systems for the Introduced Business department.

**November 1998 – January 2000.** Customer Assistant, The Derbyshire (now Nationwide)

- Providing assistance and advice on savings accounts, mortgages and insurance policies.
- Carrying out first stage mortgage and insurance interviews.

## Voluntary work

**January 2014 – November 2021.** Trustee; Marketing & PR Consultant, Framework Knitters' Museum  
I became a museum Trustee whilst living in Ruddington where the museum is based. During this time, I attended regular Board meetings and contributed to high-level organisational and financial decision-making.

I was also heavily involved in securing funding for a National Lottery-funded redevelopment project, which has transformed and futureproofed the museum. In addition, I created and wrote a wide range of marketing and PR materials, including a new [website](#), and helped to organise and run events and fundraising activities.

In November 2023, the museum was [awarded the prestigious King's Award for Voluntary Service](#), partly in recognition of the work undertaken by Trustees including myself on the above redevelopment project.

## Education & Qualifications

- Level 3 Award in Education & Training, Pearson (PTTLS). Awarded April 2022.
- Diploma in Copywriting, The Blackford Centre. Awarded June 2009.
- BA (Hons) English Studies & Classical Civilisation, University of Nottingham (2:1). Awarded 1998.
- 4 A Levels: English Literature, French, Theatre Studies, General Studies. Awarded 1995.

## Other Training (from 2019 onwards)

- Canva 101 (Canva for Beginners), (Canva Design School, April 2024)
- Social Media Mastery (Canva Design School, April 2024)
- Regular online courses around IT, cybercrime and physical security (Stratum Now / Interpro, ongoing)
- Medical Writing short course (Academy for Health & Fitness, March 2023)
- Prevent for Further Education and Training (ETF / Future Learn, February 2023)
- Safeguarding in the FE and Skills Sector (ETF / Future Learn, February 2023)
- Online Prevent awareness workshop for staff in Higher & Further Education (September 2022)
- Side by Side Prevent & British Values online training (ETF, March 2022)
- 21<sup>st</sup> Century Visitor Attractions Programme (Arts Marketing Association, October 2020 to January 2021)
- Equality & Diversity online training (ACAS, July 2019)
- GDPR Awareness (Skillsby, June 2019)

As well as formal training, I attend regular webinars and workshops, and read blogs and white papers, on a range of topics to keep my CPD up to date.

## IT skills

- Microsoft Word, Excel, Outlook, PowerPoint, Teams: very competent
- Social media (Facebook, Twitter / X, LinkedIn): very competent
- Gmail, Google Workspace and Google Gemini: very competent
- Chat GPT (free version for research purposes only): competent
- Mailchimp (content creation, list management, reporting): competent
- WordPress CMS: competent
- Sage and Xero: competent
- Timesheet software, e.g. MOCO, Teamleader Orbit: competent
- Quils Direct (e-portfolio software for students / apprentices): very competent

## Hobbies & interests

- Reading fiction and non-fiction
- Cookery and recipe creation
- The theatre
- British and Classical history
- Forensic science
- Travel
- Cats

## References available on request