

Vicky Prior

Blogger, reviewer and
copywriter

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Writing Samples

DIY Guide for Property Workshop, 2018

<https://propertyworkshop.com/painting-decorating/how-to-paint-a-door/>

Local guide on Doncaster for David and Donetta, 2018

<http://davidanddonetta.co.uk/doncasterisgreat/one-year-on-the-best-bits-of-moving-to-doncaster-vicky-prior/>

Review of *Orange Is The New Black* Season 3, Metro, 2015

<http://metro.co.uk/2015/06/23/orange-is-the-new-black-season-3-is-pipers-time-on-the-show-finally-up-5253117/>

Script for P3P Technologies, Nucco Brain, 2013

<https://vimeo.com/76208983>

Work History Relevant to Position

Freelance Writer, Prior Portfolio, 2011 to Present

- DIY Expert for Property Workshop, since 2018, composing in-depth guides on home improvement topics.
- Copywriter for Le and La, in 2018, an online fashion boutique based in the US, creating several advice pages for their site.
- TV reviewer and blogger for Metro, 2013 to 2017. Regularly achieved high traffic for soap pieces, including 85,000 hits for a blog concerning the EastEnders storyline 'Who Killed Lucy Beale?'
- Copywriter for Nucco Brain, 2013 to 2014, preparing scripts for their explanatory animations used in client's business pitches.
- Note: I have produced a large volume of copy for major retail and tourism brands, this work is covered by NDAs but I can say that it included a mixture of About pages for companies across the globe, product descriptions for an American shopping chain, and advice on sightseeing and hotels in Asia.

Director, League of Culture, 2014 to Present

- Run advocacy projects for the UK culture sector.
- Liaise with stakeholders in cultural policy, arts organisations and the government.

- Blog about issues affecting cultural provision in the UK.

Blog and Website Editor, Labour Campaign for International Development, 2013

- Edited and scheduled blog articles from members and supporters, publicising via social media.
- Developed a social media strategy, drawing on skills from my professional work.
- Researched potential new writers from NGOs, government and interested amateurs.
- Designed and gather content for new pages on Policy Working Groups and Early Years Campaign.
- Updated information on members and policies.

Digital Coordinator, Taste Theatre, 2012-2013

- Maintained TasteTheatre CMS, uploading new events and choosing recommendations.
- Practised SEO and Google Analytics to learn best ways to drive visitors to website.
- Devised a weekly e-newsletter for approx 4000 subscribers.
- Implemented a strategy for Twitter and Facebook (approx 3000 followers each).
- Relunched Wordpress blog following a redesign, for which I contributed 2 posts per week, including a regular roundup of theatre reviews.

Education

Masters in Arts Administration and Cultural Policy,
Goldsmiths College, University of London, 2010-11

Testimonials

“The high standard of Vicky’s writing for Property Workshop made her a natural fit for an editor. Vicky balances both roles with ease and is a valued member of the team.”

Russell Jones, Owner, Property Workshop.

“Vicky regularly writes strong reviews and features for our entertainment section and often at short notice. Her turnaround time, accuracy, style and flexibility make getting her work live on site easy and her articles have performed very well for us.”

Duncan Lindsay, Soaps Editor, Metro

Further samples and details of work can be found at priorportfolio.co.uk