

With **WORD UP Communications** I support and guide all of my clients to identify exactly **WHAT** it is they want to say, **WHY** they are saying it, **WHO** they are saying to, plus **HOW** and **WHERE** they are going to say it - whether in person, in print, online or on air.

Specialisms

- Media and communications consultancy
- Communications strategy design and implementation
- Media training - interview skills for TV and radio
- Copywriting for print, websites and digital platforms
- *How to Write Right* - training in copy and content writing for digital and traditional platforms
- *Get Up, Stand Up* - public speaking and presentation skills training
- *Headlines & Hashtags* training - how to make the most of the modern media

Sector/clients

I work with clients as diverse as community groups; small, Scottish national and UK-wide charities; the third sector; sole trader start-ups; government funded agencies, public sector organisations and small businesses.

Clients

People I have worked with include the Scottish Council for Voluntary Organisations, Shelter Scotland, ASH Scotland, the Centre for Youth & Criminal Justice, the Scottish College of Educational Leadership, the Centre for Excellence for Looked After Children in Scotland, sandyford.org, Early Years Scotland, Women's Enterprise Scotland, Social & Public Health Sciences Unit at Glasgow University, Penington CoHousing, and the City of Glasgow College.

Work experience

My outstanding communications skills and experience were honed during a 15 year career as a BBC Radio Scotland producer and broadcast journalist. Pre-BBC I developed my interpersonal and communication skills during seven years as a local authority community recreation and events officer.

Geographical area covered

Most of my work is delivered in Scotland, but I am happy to travel within the UK and Ireland

Qualifications

BA (Hons) in Design for Communication Media - First Class Honours

M. Phil in Media Theory

Other

I am one of the Scottish Council for Voluntary Organisation's sub-contracted trainers, regularly delivering a range of communications workshops for members.

I have a particular interest in disadvantage and young people, and volunteer as a mentor on the MCR Pathways project.