

**LAURA TENNANT**  
**lauratennant.co.uk**

## **KEY SKILLS**

### **Content strategist**

Planning, editing, writing and curating content for websites, magazines and brands

### **Digital editor**

Forward planning, commissioning, writing and uploading content, working closely with a design and technical team on 'look and feel' and UX and deploying SEO and social media to drive traffic

### **Consumer magazine editor**

With overall responsibility for all editorial, art direction, production, team management and recruitment

### **Contract publishing editor**

Using content marketing to meet the brand needs of corporate clients in a commercial environment

### **Commissioning editor and writer**

Generating ideas and writing features for a very large range of national newspapers and glossy magazines, with a special interest in women's interest and lifestyle, the luxury market and London

### **Brand copywriter**

Expressing brand identity with perfectly pitched content

## **CAREER SUMMARY**

Since January 2012

### **Digital editor, Realise the Potential London, American Express**

[www.amexnetwork.co.uk/realiseuk](http://www.amexnetwork.co.uk/realiseuk)

With 80,000 unique visitors since launch in March 2012, Realise the Potential London offers a cool, luxurious, insider's edit of the city's culture, lifestyle, entertainment, dining and shopping for visitors and locals.

**Writers** I've commissioned for the site include Fay Maschler, Grace Dent, Stephen Bayley, Melanie Rickey, Rupert Christiansen, Lucia van der Post, Lou Buck, Peter York, Tom Lamont, Victoria Mather, Alice Hart-Davies and Henrietta Green.

**Writer, editor and copywriter**

For winkreative.com, August Media, the Daily Mail, Marie-Claire, Harper's Bazaar, the Independent on Sunday, high50.com, Psychologies and a variety of luxury brands and agencies.

**Editor, The London Magazine** Nov 2007-Jan 2011

This glossy lifestyle and property monthly is a contract publishing title aimed at London's affluent elite.

**Commissioning editor, The First Post** March 2006 to Nov 2007

I created lifestyle, fashion, beauty and shopping pages for an innovative news and features website.

**Editor, Food and Travel Magazine** Oct 2004 to July 2005

As re-launch editor for this consumer title, I hired staff, planned editorial, commissioned writers and produced a glossy magazine on a shoestring.

**Maternity leave** June 2002 to Feb 2003

Hector, born 1st July 2002

**Evening Standard** March 2001 to June 2002

Writer and commissioning editor on the features desk

**Saturday Telegraph Magazine** July to Oct 2000

Acting features editor, maternity cover

**Maternity leave** Sept 1998 to Sept 1999

Artemis, born 15 Sept 1998

**The Independent on Sunday**

Features editor, Jan to Aug 1998

Deputy features editor, Feb to Dec 1997

**Harpers & Queen** Jan 1993 to July 1995

Senior sub-editor

**Tatler** July 1991 to July 1992

Feature writer

**As a freelance writer and editor** I have contributed to and consulted on numerous national newspapers and consumer titles, including:

**Marie Claire, You, Red, Vogue, Harper's Bazaar, Tatler, She, Easy Living, the Guardian, the Independent, the Independent on Sunday, the Telegraph, the Sunday Telegraph, the New Statesman, Observer Woman, Observer Food, ES, the Sunday Times and the Daily Mail**

### **QUALIFICATIONS**

BA in English, 2.1

**Jesus College, Cambridge**

A levels in English, History and Art

**St Paul's Girls' School, London**

### **PERSONAL**

D.O.B 9th February 1967

### **REFERENCES**

Available on request

### **CONTACT**

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