

# SHANTHI SIVANESAN

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A content editor / journalist with 14 years' experience in digital and print; I'm an all-rounder with a bias towards news, politics, entertainment, travel and design but keep up to date with business affairs, food, fashion and health & beauty.

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## EXPERTISE

### Copywriting / copy editing

- Adept at subbing InDesign / InCopy layouts, focusing on widows, fonts, furniture
- Writing to house style, taking into account differing format requirements
- A keen eye for errant modifiers, misused grammar and double spaces
- Ability to follow style guides and strategic advertorial concepts to a T
- Proofing print chromalins, PDFs, web pages, apps at repro stage
- Writing standfirsts that hook in the audience without resorting to hard sell
- Creating multi-functional copy; print, apps, websites
- Formulating blog concepts, headlines and taglines with ease
- Versatile in many formats; inserts, newsletters, banners, pop-ups
- Writing copy on the fly, adapting tone to suit the section
- Liaising with designers, journalists, picture editors for high-level accuracy

### Content project management

- Ten years' experience of production schedules for print and online titles
  - Meticulous attention to detail, from text typos to schedule anomalies
  - Experience of working to extremely tight deadlines and budgets
  - Commissioning, managing teams, liaising between client and supplier
  - Understanding e-commerce and web design; SEO best practice, UX design
  - Overseeing project progression on an hourly/daily basis from start to completion
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## EXPERIENCE

**2003 – now** News International, The Independent, Trinity Mirror, Daily Mail and General Trust, Hearst UK, Condé Nast, IPC Media, Bauer Media, Redwood, BBC Magazines, Ink Publishing, Jamie Oliver magazine

**Copy editor** on magazines, newspapers and sites such as Sunday Times, The Sun, The Independent, Metro, Wired, Monocle, Harper's Bazaar, Glamour, Heat, Wonderland, Closer, Arena, Women's Fitness, Asda and IKEA

- Subbing and layout editing for magazines, newspapers and books
- Writing in house style; active headings, straplines / standfirsts, credits and pictures
- Liaising with writers, art directors, picture editors, planning departments and PRs
- Fact-checking at copy stage, referencing trusted sources to ensure accuracy
- Locating quality freelancers, assigning and overseeing their work
- Working well within a team, maintaining high standards and a steady production schedule

**Aug 2013 – now**      **BA High Life / Investor Relations magazine / Futurecity / MWW-PR / WGSN**

**Copywriter / content provider** From seed start-ups to market leaders, I use my knowledge and prowess in business, tech, culture and design to construct on-brand conceptual copy and data reportage for clients that include consumer magazines, trend-forecast sites, placemaking agencies and PR firms. I was the recent editor on a 20-page data-report insert on investment roadshows for IR magazine, and at WGSN I wrote Menswear Design Development SS15 and edited highlights for interiors and design trade-shows, such as Maison + Objet, to a quick turnaround. I've also composed white papers that engage new prospects for clients and regularly write advertorials for British Airways High Life magazine.

**2007 – now**              **Virgin, Lecool, Wallpaper\* City Guides, 1001 Before You Die series, Cutler and Gross book**

**Journalist** Writing and contributing features and copy, showcasing my in-depth knowledge of, entertainment, design, travel and style for several magazines and books

**2011**                      **IPC MEDIA – Wallpaper\* City Guides (Phaidon)**

**Assistant editor** (re-editions) Responsible for editing and overseeing content for the architecture and design bible's award-winning destination-guides; formatted for iPad, iPhone and books.

- Overseeing an international team of writers who provided commissioned content for each venue/guide
- Ensuring copy was filed to deadline; reworking and writing copy to impart a tone that met editorial guidelines
- Building relationships and tactfully identifying issues with specific writers to ensure improvement
- Liaising with PR and marketing teams for global hotels, venues and brands; checking every last detail
- Researching hotel teams, architects and designers to embellish unique concepts and facilities for each hotel
- Facilitating quality control with the inclusion of noteworthy venues, maintaining on-brand requirements
- Sourcing and managing an eight-strong team of adept freelance copy editors and interns
- Suggesting and communicating scheduling improvements to project executives with utmost clarity
- Meeting core objectives of a production schedule that encompassed 20 guides in the project timeframe

**2006 – 2007**              **WHATSONWHEN**

**Online content editor** on Hilton Hotels project and on 'What's On' sections for this trusted website

- Copywriting for Hilton's hotels worldwide (in UK and US style); highlighting key aspects for each venue
- Proofing and editing to maintain style/tone, taking in 'calls to action' so readers would click and book
- Uploading text for each individual hotel section on a frustratingly slow content management system (CMS)
- Checking details and references to ensure a high degree of factual accuracy before publishing the content

**2001 – 2003**              **PRESS ASSOCIATION**

**Arts & Entertainment editor**

The collation and preparation of content for the arts and entertainment guides in **The Guardian, The Independent, The Mirror, Metro, Evening Standard** and many others

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## EDUCATION / INITIATIVES

City University (School of Journalism)

**Course:** Writing Freelance Articles

University of London

**Degree:** BA (Hons) Literature and Law – 2:1

The Latymer School, London

**3 A Levels** (B-C): English literature, Government and Politics, Biology

**9 GCSEs** (A-C): English (lang and literature), Maths, French, Chemistry, History, Physics, Biology, Art

*references available on request*