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# ALIX NORMAN

EDITOR • COPYWRITER • JOURNALIST

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An expert in all things English language, I have been a professional editor, copywriter and journalist for over a decade. Confident, creative and consistent with excellent communication skills, I create perfect copy, engaging content, and gripping narrative for my extensive clientele.

Comfortable working to tight deadlines, I ensure precision and reader engagement through all aspects of my work, including social media sharing, data presentation and on-screen appearances. As a journalist, I generate topical ideas, coordinate background research, interview relevant parties and create distinctive copy tailored to the audience. As an editor, I am comfortable heading a team of journalists, overseeing content, format, editing and proofing of all copy.

Having worked with clients across a wide range of industries (including Finance, Information Technology, Marketing, and Travel & Tourism) and held positions as Head of Features and Editor in Chief, I am comfortable working both individually and as part of a successful team.

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## Employment History

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### Chief Features Writer - Cyprus Mail

2011 – to date

Liaising with editorial staff at weekly meetings regarding ideas, content and feedback • Generation of topical ideas on a daily basis • Writing of over 5000 words per week for features, profiles, panels and news reports • Thorough background research and interviewing of relevant parties • Social media sharing, promotion and monetisation • Data presentation

### Editor - SigmaLive English

2015 - 2017

Editing of all site content, including news, sports, editorial, features, interviews & blogs • Responsible for the Newsroom team, demonstrating leadership and team-building skills • Input and feedback on site development and performance improvement • Identification of topical stories & breaking news • Involved in the hiring of new staff, creation of promotional material & content

### Editor, Copywriter, Journalist - Freelance

2000 – to date

For companies including: The Four Seasons / evanidus.com / HR Consultants / Heart Cyprus • Generation of ideas and copy for mainstream national and international publications • Creation of copy from clients' requirements under pressure of time and accuracy • Proof reading and sub-editing of national news articles / features

Cont.

English Liaison & Teacher - The Junior School

2007 - 2012

Teaching and implementation of English as an Additional Language programme for Key Stage 3 students  
• Curriculum creation and tuition of Key Stage 3 Drama and PSHE • Pastoral care and day-to-day liaison with students and parents

Presenter & Voice Over Professional - Freelance

2000 – to date

Professional presenter and voice over artist, working with companies such as MS Viewpoint, Media Studios, MediaBox, Green Olive • Script input and presentation • On-screen appearances in internet and television commercials and presentations

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## Educational Background

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1997 - 2000 Cambridge University, English Language • 1995-1996 Winchester, UK Peter Symonds' College (4 'A' Levels) • 1989-1994 Nicosia, Cyprus, Falcon School (9 'O' Levels)

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## Skills & Interests

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Ardent Bibliophile • Published Photographer • Professional Actor • Avid Ski-ler • Sometime Sailor • Enthusiastic Windsurfer • Part-Time Crafter • Tea Expert • Skilled Pianist • Lifelong Sophophile

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## Links & Press

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REFERENCES AVAILABLE ON REQUEST