

PROFILE

Editorial governance & technical literacy

NCTJ-qualified editor, content marketing manager, and podcast producer with over 15 years of experience driving editorial direction, multi-channel B2B campaigns, and broadcast media production. Bridges commercial storytelling with practical systems literacy – combining high-level editorial governance, long-form interviewing, and audio/video production with hands-on capability across flat-file and relational CMS architectures, containerised self-hosting environments, and workflow automation. Skilled at cutting through corporate jargon to deliver clear, authoritative content across audio, video, web, and print.

COMPETENCIES & STACK

Skills, toolsets & infrastructure

Editorial & Content Strategy: B2B & Cultural Content Strategy; Executive Ghostwriting; Commissioning & Line Editing; Media Law, Court Reporting & Ethics (NCTJ); Editorial SEO Execution & Content Auditing; AP & Guardian Style Compliance.

Audio & Video Production: End-to-End Podcast Production & Narrative Editing; Long-Form & Broadcast Interviewing; Video Documentary Direction; Adobe Creative Cloud (Audition, Premiere Pro); Live Festival Press Bureau Operations.

Content Management & Web: WordPress; Statamic (Flat-File); Drupal; Static & Flat-File Markdown Architectures; HTML5/CSS3; Obsidian Knowledge Management.

Systems, Automation & Tooling: Docker & Portainer Container Management; n8n Workflow Automation; Self-Hosting via Nginx Proxy Manager & Cloudflare Tunnels; Local LLM & Vector Search Experimentation (Ollama, Qdrant); AI-Assisted Rapid Prototyping; Git.

EXPERIENCE

Commercial leadership & national publishing

Content Marketing Manager · **Brew Digital** 2023 – Present

- Direct content marketing strategy, executive thought leadership, and copywriting across multi-channel B2B campaigns, delivering accessible, jargon-free messaging that builds organic search authority and commercial pipeline.
- Host and produce the flagship B2B podcast *Marketers of the Universe*, managing the complete production lifecycle from format architecture and guest interviewing to multi-track editing and multi-channel asset repurposing.
- Collaborate closely with technical SEO, paid media (PPC), and client account teams to turn search audits and keyword briefs into high-performing pillar pages, whitepapers, and case studies optimised for both traditional search and AI Overviews.
- Publish regular industry commentary on AI disruption, platform economics, and agency strategy for trade press including *The Drum* and *TechRound*.

Co-Founder & Associate Director · **Voice Magazine / Upstart Projects** August 2012 – Present

Associate Director (2023–Present) · Editor (2017–2023) · Deputy Editor (2014–2017) · Sub-Editor, Trinity College London (2012–2014)

Directed editorial strategy, publishing operations, and contributor mentoring for *Voice Magazine* (formerly *Arts Award Voice*), scaling it into an accredited national youth platform with over 2.5 million reads, 1,300+ personal published articles, and 150+ mentored early-career writers.

- **Festival Newsrooms & Partnerships:** Established and directed Voice's accredited pop-up newsroom at the **Edinburgh Festival Fringe** (managing seven-day schedules, PR liaison, ticketing logistics, and daily editing for six resident reviewers covering 150+ shows and 150+ interviews per season). Led Official Youth Media Partner coverage and Newcomer Award adjudication at **Brighton Fringe**, and ran pop-up newsrooms, AI/media workshops, and panel sessions at **Mozilla Festival (MozFest)**.
- **Amplify Documentary Series (Executive Producer):** Directed a 12-part documentary series across 9 Arts Council England Bridge organisations (spanning broadcast audio and video in Season 1, and full video documentaries in Season 2), overseeing commissioning, on-location filming, interviewing, and post-production.
- **DWP Kickstart & Media Training:** Designed a suite of practical workshops on reviewing, feature writing, interviewing, and podcasting. Managed a six-month UK Government Kickstart employment scheme for 24 young people facing long-term unemployment, with over half progressing directly into employment and alumni moving into roles at Sky Sports, in the AI sector, and in senior central government communications leadership.
- **Public Speaking & Institutional Delivery:** Delivered speaking engagements on youth participation and digital media at **Tate Modern** and **Southbank Centre**, and co-delivered institutional workshops on embedding authentic youth voice with **Royal Opera House Bridge**.

EXPERIENCE (CONT.)

Independent consultancy & community enterprise

Independent Consultant, Trainer & Producer · Tinman Enterprise 2011 – Present

- Deliver freelance B2B copywriting, editorial consultancy, practical media and podcasting workshops, and end-to-end audio production across commercial, educational, and cultural sectors (tinmanenterprise.com).
- Design, build, and maintain lightweight flat-file web architectures (including tominniss.com) and manage containerised self-hosted server infrastructure.

Director & Co-Founder · Unit Twenty-Three CIC June 2013 – October 2019

- Directed strategic governance, local council and school partnerships, and cultural programming for a community interest company tackling cultural under-investment in rural East Anglia.
- Co-founded and delivered **DissFest**, a multi-day arts and music festival in Diss, Norfolk, overseeing event licensing, artist booking, site logistics, budgeting, and public safety compliance.

EDUCATION

Postgraduate & undergraduate degrees

MA Journalism (NCTJ Accredited) · Brunel University London 2015 – 2016

Multi-media postgraduate qualification covering Media Law, Court Reporting, Public Affairs, radio and video broadcast production, digital journalism, media ethics, and Teeline shorthand.

BSc (Hons) Politics (First Class Honours) · Brunel University London 2012 – 2015

Undergraduate Dissertation: Investigated the structural capacity of digital technology to enhance political participation among 18–24-year-olds in the UK.

LEADERSHIP & GOVERNANCE

Fellowships, safety & youth advocacy

- **Cultural Leadership:** Clore Leadership – Emerging Leaders Programme (2023 Cohort)
- **Fellowship:** Fellow of the Royal Society of Arts (FRSA)
- **Workplace Safety & Safeguarding:** NCRQ Level 3 Safety for Managers; Level 2 Principles of Team Leadership; Enhanced DBS
- **Youth Arts & Governance:** Gold Arts Award (achieved at age 17); Arts Award Youth Network Leaders Programme (3-year tenure)

FIELD & PRACTICAL

Maritime, diving & technical certifications

- **Boating & Diving:** RYA Powerboat Level 2 (Coastal); BSAC Sports Diver (qualified to 40m)
- **Workshop & Field:** Level 1 Award in Manual Metal Arc (MMA) Welding; Technical Off-Road 4x4 Driving Certification (Explore 4x4, Elveden Estate); Full, clean UK driving licence