

Penelope Richmond

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EDUCATION

BSC PHYSICS FIRST CLASS HONS

UNIVERSITY COLLEGE LONDON &
THE OPEN UNIVERSITY
2016 - 2019 | London, UK
Final Project: Quantum Logic Gates
Distinction (93%)

*6x A-levels at AAAAAC in Mathematics,
Physics, Chemistry, English Literature,
Philosophy, and Fine Art respectively*

SKILLS

SEO writing
Technical writing
Science communication
Long-form editorial
Web copy
Social & short-form content
Editing
Proofreading
Keyword research
Topic research
Data analysis
Data Visualisation
Teaching & curriculum design

ATTRIBUTES

Reliable • Self-motivated
Perceptive • Tenacious
Creative • Organised
Fast learner • Active listener

LANGUAGES

English • Native

EXPERIENCE

FREELANCE COPYWRITER | SELF-EMPLOYED

Present | Remote

- Specialise in SEO content, web copy, and science communication.
- Bring strong research skills to every project, producing writing that is clear and accurate.
- Produce SEO articles, long-form editorial, and web copy for a range of clients.
- Write Instagram captions and short-form social content.
- Conduct keyword research and contribute to content strategy.
- Apply technical writing skills to complex subject matter, making it accessible without sacrificing accuracy.

LECTURER | UNIVERSITY OF EAST LONDON

Apr 2023 - Dec 2023 | London, UK

- Designed and delivered the Visual Analytics module for the new MA Data Journalism course, including lesson plans, interactive assignments, and assessment criteria.
- Tailored teaching to the specific learning requirements of individual students.
- Received 100% positive feedback from students on course completion.

CONSULTANT DATA ANALYST | SELF-EMPLOYED

Dec 2021 -- Dec 2023 | Remote

- Worked with stakeholders to deliver data-driven dashboards supporting strategic decision-making.
- Led data work for the City of London's Climate Action Strategy, mapping historical and target carbon emission data to create dashboards that supported a 25% reduction in the City's own operational emissions and a 20% reduction across its supply chain.
- Developed strong problem-solving, networking, and organisational skills through self-employment.

DATA CONSULTANT | THE INFORMATION LAB

Dec 2020 - Dec 2021 | London, UK

- Helped clients make sense of their data through high-quality dashboards, enabling better data-driven decisions.
- Supported and mentored colleagues, demonstrating the ability to delegate effectively and manage team workload.

ALSO

OTHER WRITING Ongoing

- I'm 80,000 words into a book manuscript
- I publish a Substack on science, philosophy, music, art, and mental health

WRITER'S GROUP CO-HOST Ongoing

- Co-host a weekly writer's group, ensuring every participant has the opportunity to contribute and feels heard.
- Maintain a supportive, friendly, and enjoyable environment for all members.