

# Sacha Brinkley

Editor & Content Designer

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## PERSONAL PROFILE

I am a content manager with excellent interpersonal skills, a range of technical skills and an eye for graphics and design. I can communicate complex content clearly through the written word and imagery, to both internal and external stakeholders at all levels. My skillset comprises: editing, proofing, graphic design, website design, analytics, content management systems and email marketing tools.

## WORK EXPERIENCE

### Publishing Executive | Chartered Accountants Ireland | January 2015 – present

- Edited 7 books, over 30 articles and various webpages.
- Proofread 26 issues of *Accountancy Ireland* (magazine), 20 issues of *The Bottom Line* (student magazine), 6 books, 2 position papers, over 100 articles and a variety of webpages.
- Assisted with over 162 issues of Chartered Accountant Ireland's weekly eNewsletter, *Briefly*, by proofreading and editing every week. I am regularly assigned to the job of acting editor of the publication when needed. *Briefly* is sent to 22,000 members of Chartered Accountants Ireland and other business professionals, with an open rate of 30–40% each week.
- Created infographics using Adobe Photoshop for marketing to promote position papers and for internal presentations on subjects such as accessibility and sustainability.
- Use of CMS to manage email lists and create products for the online book shop.
- Created over 60 digital assets using Adobe Photoshop for social media, newsletters and presentations, promoting a variety of events and publications.
- Use of Google Analytics to track metrics and create reports for our digital online book service.
- Using Microsoft Word and Adobe InDesign, designed an editorial process guide for authors, a guide for staff on how to use diverse and equal imagery, and an internal Thought Leadership strategic plan.
- Managed authors through the entire book publishing process, from onboarding through to marketing and sales.
- Managed the creation and upload of digital textbooks to a variety of third-party digital textbook providers (ProQuest, Kortext and VitalSource).
- Key account manager for over 20 external third-level lecturers who use our textbooks on their courses.

## Projects

### BUDGET SUMMARY

I project manage Chartered Accountants Ireland's annual Budget Summary, a six-page publication outlining key takeaways from the Irish Budget. This involves commissioning and managing authors, creating a landing page for the website, liaising with the designer, creating digital assets, marketing and customer support.

### WEBSITE CONTENT

I redesigned two subsites, Ethics and Governance, to be more user-friendly, with clearly defined sections and new imagery. I also created a new subsite, Thought Leadership, and designed all the assets as well as building a user-friendly navigation throughout.

### CONFERENCE PAGES

I designed and created landing pages for Chartered Accountants Ireland's Governance conference and the inaugural Sustainability conference. I designed the layout, digital assets and created a PDF agenda.

## WORK EXPERIENCE

### Office Administrator | Pulse Jobs (UK) | January 2013 – May 2014

- Processing invoices for temporary medical staff.
- General administrative duties, e.g. filing, printing, emailing, using CRM database.

### Bookseller / Assistant Manager | Waterstones (UK) | September 2008 – January 2013

- Upselling and promoting books through excellent customer service and creative visual merchandising.
- Writing reports and managing staff on a daily basis.

## EDUCATION

### Professional courses

- Rewriting and Substantive Editing – The Publishing Training Centre
- Core Copy-Editing Skills – The Publishing Training Centre
- An Introduction to Book Marketing – The Publishing Training Centre
- General Data Protection Regulation Training – In-house at Chartered Accountants Ireland

### Programs and applications

- Adobe Photoshop
- Adobe InDesign
- Canva
- HTML and CSS
- WordPress

### University of Portsmouth | October 2005 – June 2008

- BA in English Literature (2:1)
- Dissertation on the Regency Dandy & Performing Genders
- Subjects: textual and critical skills, career and research management, literary history, post-colonial dramas, feminism and gender studies

## HOBBIES

In my spare time, I like to read books, sew, play video and board games, garden, take photos and obsess over en-dashes.

## SKILLS SUMMARY

●●●●● Communication	●●●●● CMS	●●●●● InDesign	●●●●● Marketing
●●●●● Photoshop	●●●●● Adobe Acrobat	●●●●● Website design	●●●●● HTML & CSS
●●●●● Design	●●●●● Microsoft 365	●●●●● Canva	●●●●● Accessibility
●●●●● Editing	●●●●● Teamwork	●●●●● Email marketing software	●●●●● GDPR
●●●●● Proofreading	●●●●● Customer service	●●●●● Google Analytics	●●●●● Photography