

NAOMI OFFERS AN ALL-ROUND, COST-EFFECTIVE ONE-STOP SOLUTION FOR YOUR COMMUNICATIONS NEEDS. SHE PROVIDES DESIGN, COPYRIGHTING, PR, MEDIA LIAISON AND PROJECT MANAGEMENT. HER SPECIALIST AREAS ARE: PUBLIC SECTOR (PARTICULARLY THE NHS), ARTS & CRAFTS, COAST & COUNTRYSIDE. HER PASSION IS THE SEA. [FOR TESTIMONIALS SEE WWW.NAOMICUDMORE.CO.UK](http://www.naomicudmore.co.uk)

Self-employed Communications Consultant (since January 2007)

Recent and ongoing communications consultancy and project management:

- Director, Hoar Oak Publishing Ltd - *Exmoor The Country Magazine* (ongoing)
- Editor and designer, *Exmoor The Country Magazine* (ongoing)
- Communications consultancy, Bristol Equality Health Partnership (Nov 09-Feb 11)
- Marketing & Communications Management, Yeovil District Hospital NHS Foundation Trust (July 07 - June 10)
- Producer, Healthy Living Show - a BME partnership between Radio Ujima and NHS Bristol (July 08 - Nov 09)
- Communications Lead, RUH 2010 (organisational change) project, RUH NHS Trust (Summer 07 - Summer 08)
- Project Manager, 18 weeks pilot, Royal United Hospital Bath and Department of Health (March - June 08)
- Director and communications consultant, Somerset Art Works Ltd. (Jan 08-March 11)

Non-NHS Design & Marketing Work: a sample across the marine, environmental, educational, arts and agricultural markets

- Newsletters and new website project management (with Lush Designs), Hugh Harrison (Timber) Conservation
- Re-brand and website packaging, Marcus Luxton Farriery (MarcusLuxtonFarrier.co.uk - from May 11)
- Prospectus design, West Somerset Community College
- (On-board) marketing, fundraising & Media/PR: BP Ocean Racing Team (see p. 2), Round the World Yacht Race
- Brochure text, Bical Ltd (www.bical.net)
- Marketing materials, Aardvark EM Ltd, www.aardvarkem.co.uk
- Arts and crafts writer for UK and international magazines (occasional)

Recent and ongoing branding/editorial/print projects, NHS samples:

- Branding, design and editorial, printed materials including Annual Report, SW Health Trainer Partnership
- NHS Devon Public Health Annual Report 2009/10 and 2010/11
- Design for NHS Bristol Organisational Development Plan 2009
- Design and editorial, Infection Prevention Society, Annual Reports 2007-08, 2008-09 and 2009/10
- Avon, Somerset & Wiltshire Cancer Services Network, Annual Report 2007-08, leafletting, folder and banner
- Royal United Hospital Bath NHS Trust, Annual Report 2007-08, newsletters and patient booklets (2008)
- Design and editorial, NHS Devon Annual Report 2008-09, banners, templates and literature (ongoing)
- Design and copywriting, printed materials, Yeovil District Hospital (from Summer 2007 - present)
- Royal Devon & Exeter NHS Foundation Trust, Annual Reports, booklets, postering (2006-08)

Communications Officer, RD&E NHS FT (November 2005 - December 2006)

Royal Devon & Exeter NHS Foundation Trust; www.rdehospital.nhs.uk

Crew member, media officer and writer, BP Ocean Racing Team (Oct 2004 - July 2005)

The Global Challenge is a 30,000-mile round-the-world yacht race aboard 12 identical boats, each crewed by 17 volunteers and one professional skipper.

Onboard and in stopover ports:

- First point of media contact; interviews to the national and international media
- Team's liaison with BP's PR agency, Sponsorship Consulting
- Writing daily logs for race website and articles - awarded Unisys Media Prize, Leg 1
- Assistant photographer at sea
- Writing commemorative book for the sponsors, BP
- Writing articles for magazines and websites to service team sponsorship
- Joint organisation of team fund-raising for Save the Children
- Participation in the BP ORT schools outreach programme
- Corporate sailing days for BP aboard the yacht

Pre-race:

- Compiling a marketing strategy and personal brochure to fund-raise £27,000 berth fee; servicing sponsorship through articles in the local, national and international press; sail training including trans-Atlantic delivery

2000 - 2004: Commissioning Editor and Senior Editorial Manager, Halsgrove Publishing

In 2000, the Community History Series was in its infancy, with three titles.

In its first full year it produced eight titles. By 2004 the role entailed responsibility for around 30 160-page, hardback titles per year and management of a growing editorial team.

See: www.halsgrove.com

Management and editorial duties included:

- Project management: overall responsibility for the series, overseeing in-house and freelance editors
- Editorial, design, proofreading; ongoing author liaison
- Addressing writer queries on research, grants and publication
- Generating a full programme year by year to maintain series
- Raising media profile of the series
- Production of marketing material (press releases, book jackets, articles)
- Creative input in website and direct mail
- Commissioning photographic titles (Withy, Rush & Reed; James Date's Exmoor & West Somerset)
- Assisting in organisation of book launches; public presentations at same

1999 - 2000: Editorial Assistant, David & Charles Publishing, Newton Abbot, Devon

- Editorial Assistant for Fine Art, Crafts and Mind, Body, Spirit lists

1998 - 1999: Freelance Sub-Editor, M-Press Publishing, Acton, London

- Freelance sub-editor/in-house writer for 'In Classical Mood' part-works

1996 - 2009: Freelance Magazine Journalism

Titles include: *The Craftsman Magazine*, *Popular Crafts*, *Practical Woodworking*, *Woodwork* (US), *Glass Craftsman* (US), *Exmoor: The Country Magazine*, *Dartmoor: The Country Magazine*, *The Lady*, *The Artist*, *Business Opportunity World*.

EDUCATION

1993 -1996:

University of Oxford, Lady Margaret Hall: BA Hons English Literature & Language: 2:1

1988 -1993:

West Somerset Community College: 3 A levels; 9 GCSEs; Duke of Edinburgh Silver

OTHER

- Computer literacy: Mac & PC - Office, Quark and Adobe Creative Suite
- Languages: basic conversational French and German
- Hobbies: sailing, running, reading, riding, walking
- Full, clean driving licence

REFEREES

David Melville (skipper of *BP Explorer*), email: DMelville@surfanytime.net

Hilary Binding, former Editor, *Exmoor The Country Magazine*; email: hilary.binding@btinternet.com

Jeremy Martin, Director of Planning and Performance, Yeovil District Hospital NHS Foundation Trust (current manager at Yeovil and former manager at Bath); email: jeremy.martin@ydh.nhs.uk

James Rimmer, Director of Operations, Royal United Hospital Bath NHS Trust (former manager at Yeovil); email: james.rimmer@ruh-bath.swest.nhs.uk

Pauline McCluskey, Assistant Chief Executive/Head of Communications, NHS Devon (former manager at Exeter and current client for design work at NHS Devon); tel: 01392 267627; pauline.mccluskey@nhs.net

Deborah Evans, Chief Executive, NHS Bristol; tel: 0117 900 3429; email Deborah's PA: lorraine.hynes@bristolpct.nhs.uk