

**Zoë Sanders**  
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## **Professional experience**

**BabyCentre** April 2009 - present

*Medical writer and researcher*

Content provider for the world's leading pregnancy and parenting website. All articles are researched and referenced to produce evidence-based information. Contributions so far have included all articles related to mental health on the site, editorial team research briefs, and the Worry Watch ingredients safety articles which were nominated for a Health On the Net Foundation award.

**BabyCentre Midwives** May 2009 - May 2011

*Health professionals' editor*

Responsible for planning and providing all content, SEO and PR. The role also involved coding, uploading to the CMS, IA, picture editing, production of quarterly e-newsletters, attending conferences and creating an annual OGSM for the brand. Content included evidence-based research briefs, conference reports and interviews with expert health professionals.

**Johnson & Johnson** August 2009 - January 2010

*Copywriter*

Provided referenced content for advertorials to assure consumer confidence in the safety of ingredients used in Johnson's Baby products. Other assignments included producing stage-based e-mails for pregnant women and new mums about the development of their baby's skin barrier, which involved researching the science behind skin development and image sourcing.

**LifeScan** January 2008 - January 2009

*Web editor*

Editor of the diabetes information website linked to the OneTouch blood sugar monitor brand. The work involved editing, copywriting, research, content provision, writing e-news and quizzes, commissioning, SEO and finalising the IA. All content was evidence-based and fully-referenced.

**Supernanny** July 2007

*Content provider*

Provided maternity cover for the editor of the UK site. Work involved content planning and provision.

**Professor John Morton** January - December 2007

*Editorial assistant*

Worked alongside memory expert Prof. John Morton OBE, proofreading, transcribing and cataloguing his work.

**NHS Choices** June - December 2006

*Content provider and consultant*

Provided evidence-based patient health information for the NHS website. The work also involved arranging and producing interviews with an expert, a celebrity and a patient for each condition. Also consulted on the IA and worked closely with the design and marketing teams.

**Dr Foser Intelligence** February - June 2006

*Content provider*

Wrote evidence-based procedure guides for NHS patients. The assignment involved critical evaluation of research and arranging an appropriate consultant to approve each guide.

**BUPA** November 2005 - February 2006  
*Content provider*

Provided fully-referenced, evidence-based content for the website and copy for patient information leaflets, including all the articles related to exercise, neonatal health and parenting.

**IPT Ltd** September 2004 - September 2005  
*Content provider*

Provided evidence-based content for the health information websites Medictra and DailyDietTracker. Responsible for the mental health and women's health articles plus contributed recipes.

**Pure Magazine** April - December 2003  
*Writer and researcher*

Contributed monthly celebrity feature interviews to the magazine and worked as a researcher on its sister publication The Green Guide.

**Findus** March 2000 - March 2003  
*Editor*

Editor, content provider and copywriter for Findus' literature, website, e-news and packaging. Worked closely with a team of designers, branding agents and marketing consultants to establish a successful strategy to raise public awareness of the nutritional value of frozen foods and the Findus brand. The work also involved creating recipes that accompanied Findus products, plus editing a nutrition Q&A.

**TimeOut** January 1998 - October 2002  
*Weekly columnist, writer and researcher*

Responsible for the 'Where they eat' weekly celebrity column. Contributed book, music, restaurant, bar and hotel reviews to the TimeOut Guides and magazine. Also, worked as head researcher for all the England-orientated TimeOut Guide publications, working closely with editors on first edits, copyediting and picture research. Other assignments included picture editing, mapping and indexing.

## Education

- Brunel University Oct 1994 - Jun 1997  
*First Class BA honours in English Literature*
- Windsor College Sept 1989 - Jun 1991  
*A levels English Literature, English Language & Psychology*
- Beaconsfield High School Mar 1984 - Jun 1989  
*8 GCSEs including English & Maths*

## Training & professional development

- *Certificate in Integrative Humanistic Counselling, CPPD*
- *Certificate in advanced Microsoft Office Skills, Pitman's Training College*
- *Fitness instructor level one, YMCA*

## Accreditation

- British Association of Medical Journalists
- Health On the Net Foundation
- Association for Infant Mental Health

References available on request