



PENNY RUTTERFORD

PROJECT MANAGEMENT,
MARKETING, COMMUNICATIONS,
MEDIA RELATIONS,
COPYWRITING & JOURNALISM

CONTACT

3a Eastfield Rd
London E17 3BA

Tel: 07714 538358

Email: penny.rutterford@hotmail.com

Twitter/Instagram: @pennyrutterford

Website: PennyRutterford.com

PROFILE

A resourceful, creative and energetic project manager, marketing, communications, media relations and social media specialist with considerable and varied experience gained in both the arts and commercial sectors.

SKILLS & EXPERIENCE

- Content Creation & Copywriting - writing and editing persuasive and engaging copy for all types of marketing collateral including advertising, websites, social media and newsletters.
- Social Media Management - devising and managing coordinated social media communications programmes.
- Marketing - strategy development and campaign delivery.
- Media Relations - writing press releases, devising planned media relations programmes including crisis planning, identifying story “hooks” and developing relationships with journalists to achieve a share of voice in targeted media. Experienced in handling media calls and managing freelance PR consultants and agencies.
- Mailing Campaigns & Databases - implementing and maintaining CMS websites and CRM databases.
- Relationship Management - cultivating mutually beneficial partnerships and brokering sponsorship deals.
- Project and Events Management - creative programming and delivery of projects and events to meet agreed objectives within budget through project scoping, budget setting, scheduling and resourcing.
- Budgets - the development negotiation, and control of budgets to fund cost effective projects and campaigns,
- Design Management & Corporate Identity Management - undertaking visual audits, developing design briefs, briefing creative teams, monitoring and directing progress and presenting concepts to achieve innovative, practical and cost effective communication solutions.

FREELANCE PROJECT HIGHLIGHTS

ARTISTS OPEN HOUSES ONLINE

Freelance Programmer and Guest Curator. Artists Open Houses was produced by Artillery as a response to the Covid-19 pandemic and how artists, makers and creators in Waltham Forest were responding to life during lockdown. I programmed a series of six live Zoom events taking a virtual step inside the inaccessible private houses and creative spaces around the borough - selecting diverse artists and makers working across many art forms. I guest curated two of the virtual visits and invited other guest curators to introduce other artists.

Key Responsibilities:

- selecting diverse artists and makers and guest curators to create a varied programme of live events.
- coordinating and providing support to participating artists and curators to deliver virtual visits and managing the live Q&A between audience members and artists at the event.
- managing a social media campaign to promote the programme and attract audiences.
- writing engaging copy for weekly newsletters throughout the programme.

HIGH STREET ADVENTURES

Freelance Project Manager and Curator. High Street ADVENTures was produced by Artillery. The event formed part of the Walthamstow Night Time Enterprise pilot project and was jointly funded by the Mayor of London and London Borough of Waltham Forest. Through an artist open call I facilitated links with artists and High Street businesses to create a diverse programme of more than 40 events, workshops and activities in 21 public spaces and businesses during a single evening.

Key Responsibilities:

- managing artist call out and project selection.
- brokering partnerships for artists with local businesses.
- coordinating communications with Waltham Forest Council and Mayor of London's Office.
- writing and circulating newsletters.
- writing engaging copy for all marketing collateral including for the website and newsletters.

GRANDDAD'S ISLAND:FROM PAGE TO PAVEMENT

Freelance Project Coordinator. This "hero" London Borough of Culture project was an Artillery collaborative project across Waltham Forest. Taking themes from an award winning picture book by a local author, local residents, makers and artists were invited to respond with exhibitions and events achieving the project's aims of mobilising 11,000 people to co-create a spectacle for the whole borough.

Key responsibilities:

- coordinating production of all printed and online marketing collateral.
- writing copy for marketing collateral, newsletters, press releases and local press articles.
- securing exhibition and event space in libraries throughout the borough and managing relationships between artists and library staff.
- managing relationships with partners, sponsors and councillors.
- coordinating communications plans in partnership with London Borough of Waltham Forest as London Borough of Culture.

FREELANCE PROJECT HIGHLIGHTS (CONT'D)

E17 ART TRAIL

Relationship Coordinator. In 2019 this 16 day festival produced by Artillery hosted 400 exhibitions and events in 205 locations around Walthamstow. 8,500 artists and residents exhibited or performed. This home-grown open access festival has a track record in building community and connecting neighbourhoods. Professional artists with national and international reputations exhibit in the programme alongside school children, students and local makers and artisans and has become possibly the largest open access visual arts festival in the UK.

Key Responsibilities:

- securing sponsorship and advertising funds.
- writing and circulating Press Releases and acting as a spokesperson as required.
- writing and circulating newsletters.
- writing engaging copy for all marketing collateral including for the website and newsletters.
- creating content for social media channels.
- managing relationships with key partners, funders and media.

THE E-LIST

Assistant Editor. During Waltham Forest's year as London Borough of Culture I reported on the work and activities of local artists, makers and creators for this culture and lifestyle magazine.

Key responsibilities:

- identifying hooks, ideas and subjects for articles.
- conducting face to face and telephone interviews and writing articles.
- coordinating photography using freelance photographers.

PREVIOUS CAREER SUMMARY

Marketing Director (part time), Littleton Chambers [Barristers] (Aug 2013 - Oct 2018)

Marketing Manager (part time, fixed term contract), Davenport Lyons [Lawyers] (Feb - July 2013)

Communications Manager, Spread the Word [Writer Development Agency] (Part time - 3 days a week Jan 2009 - Dec 2011 - made redundant)

Career break to travel (Nov 2007 - Jan 2009)

Head of Marketing and Business Development, Macfarlanes LLP [Lawyers] (1999 - Oct 2007)

National Brand Communications Manager, Grant Thornton [Accountants and business advisors] (1989 - 1999)

Assistant to the Marketing Services Manager, Cannon Lincoln [Investment and Insurance services] (1987 - 1989)

Depot Manager, Anglia region, PHS [Hygiene services] (1987)

RECENT VOLUNTARY PROJECT WORK

THE FRANCIS CRICK INSTITUTE - Member of the Patient Advisory Panel for the 2020 Cancer Exhibition "Outwitting Cancer"

SHARE UK/BISHOPSGATE INSTITUTE - Oral History interviewer for Women Activists of East London project.