

Trina Wallace

Trina is an experienced journalist, copywriter, editor, communications consultant and project manager. She has written about charity sector, environmental, ethical and social justice issues for 17 years. Trina has worked with charities including, Cancer Research UK, Barnardo's, Rethink Mental Illness, Alzheimer's Society and Oxfam. She has written for publications such as *The Big Issue*, *The Guardian* and *The Western Mail*.

Tel. 07974 185 541 Email. trina@trinawallace.com Web: www.trinawallace.com

WORK HISTORY

- **Freelance copywriter, editor, journalist and communications consultant. February 2011 to present.** Writing, copyediting, proofreading and project managing communications for charities including Music in Hospitals & Care, The Disabilities Trust, Ambition Institute and Tree Aid. Working on: tone of voice projects, reports, web copy using content management systems and the principles of SEO, fundraising content, case studies, newsletters, annual reviews, brochures and direct marketing. From compelling web content to impact-based reports, Trina helps charities tell their story so readers take action. She project manages web and print projects from concept to delivery and interprets briefs from a range of clients.
- **Editor, ngo.media. November 2006 to January 2011.** Writing, copyediting, proofreading, project managing and producing publications and communications materials for various organisations with social aims at this charity copywriting agency. A senior member of staff, Trina led on communications work with children's, older people's and mental health charities. She was an account manager for The Children's Society, YoungMinds and Age UK and worked with WWF-UK, World Vision and WaterAid. She also:
 - project managed web and print projects from concept to delivery, including managing budgets
 - edited ngo.media's ethicalcareers.org, a website for information, advice and support for people looking for a career with a conscience
 - commissioned and managed freelance writers, designers and proofreaders
 - line managed one member of staff, including setting targets and holding regular one to ones.
- **Features writer. June 2004 to June 2006.** Working on two national magazines, *Wales in Action*, a lifestyle magazine and *Action Network*, a business magazine. Trina wrote articles focusing on charity campaigns, features on environment and social issues and in-depth pieces on disability-related topics.
- **Freelance writer. January 2004 to October 2006.** As a freelancer for *Big Issue Cymru* and *Big Issue South West*, Trina wrote articles on everything from fostering and adoption to addiction. She has also written for women's and travel magazines and Wales' national newspaper *The Western Mail*.

OTHER RELEVANT INFORMATION

- Mentor for a charity communications colleague through CharityComms (April 2022 to present).
- Volunteer for Frontline19, providing free counselling to people working in the NHS and social care on the "frontline of the pandemic" (2020 to 2021).
- A qualified counsellor and registered member of the British Association for Counselling and Psychotherapy, with a private practice providing therapy to people from a range of backgrounds (2015 to present).
- Mentor for a CharityComms colleague (2012 to 2014).
- Individual member of CharityComms, the membership body for charity communicators (2011 to present).
- Media officer for Kilburn Amnesty International UK local group and member of the Wandsworth local group, helping to organise fundraising events (2009 to 2012).
- Volunteer for Kilburn Neighbours, regularly visiting an older person (2007 to 2019).

EDUCATION

- Professional diploma in integrative counselling, The Mary Ward Centre. 2013-2015.
- Certificate in counselling skills (person-centred approach), City Lit. 2012-2013.
- Postgraduate diploma in magazine journalism, Cardiff University. 2003-2004.
- BA English Studies, Exeter University. 1998-2001. (Achieved 2:1, hons.)
- A-levels, St Dominic's Priory School, Staffordshire. 1996-1998. (Achieved A,B,C,C)
- GCSEs, St Dominic's Priory School, Staffordshire. 1994-1996. (Achieved 3 A*s, 1 A and 5 Bs)

REFERENCES ARE AVAILABLE ON REQUEST