

# Sia D-Clayton

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## Summary

Creative, diligent, and dependable content and communications expert with 10+ years editorial experience.

### Available for

- + **Project conceptualisation** - research, pagination plans, presentation work, modernisation updates
- + **Project work** - Writing, editing, proofreading, fact checking
- + **Sales and marketing support**

### Specialisms

- + **Preschool**
- + **Children** - reference, cookery, arts and crafts
- + **Adult** - arts and crafts, cookery, hobbies
- + **Women** - health and lifestyle

### Other knowledge areas

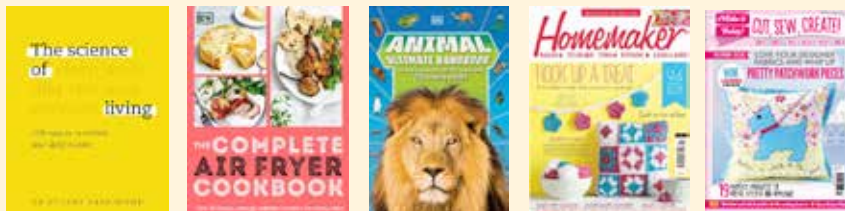
- + **Pop culture** - film, TV, music, celebrities, musicians, influencers, fashion
- + **Digital media** - gaming, digital content production, social media
- + **Culture** - travel, transport, language learning, world history, geography

## Freelance publishing work

**Repagination plans:** *The Science of Living*, *the Complete Airfryer Cookbook* (2024 - DK)

**Proofreading:** *Animal Ultimate Handbook* (2022 - DK)

**Writing, editing, and research:** *Homemaker!* magazine, *Dressmaker* magazine (2014 - Aceville)



## Previous publishing experience - DK

### Writing, editing, and originating books:

- One of the chief writers and editors of the million-selling children's book *My Encyclopedia of Very Important Things* (2016)

### Writing and editing titles for existing book series, including:

- **Children's reference:** *My Encyclopedia of Very Important Animals* (2017)
- **Children's cookery:** *Children Just Like Me: Food Like Mine* (2017), *Eat your greens, reds, yellows and purples* (2016)
- **Children's activity:** *Ultimate Factivity Collection: Pirates* (2017), *Ultimate Factivity Collection: Human Body* (2016), *Sleepover! Party* (2016)
- **Preschool:** *Spot the Difference: Building Site* (2017), *Spot the Difference: Out and About* (2017), *My Best-Ever Pop-Up Noisy Train Book* (2017)
- **Preschool activity:** *Bugs, Bees, and other Buzzy creatures* (2016), *Farm Animals* (2016)

## Originating concepts and initial ideas for books, including:

- *Sharks and other Sea Creatures* (2017), *Colours with a Ladybird* (2018), *Forest Life and Woodland Creatures* (2018), *Weather and the Seasons* (2019)



## Previous publishing experience - Eaglemoss

- Deputy editor of Knit & Stitch creative partwork magazine and its foreign translations (weekly print) - plus all digital media and blogging
- Editor of a build-your-own-dollhouse partwork series in Germany, France, and the Netherlands (weekly print)
- Editor of special sales book series and collections
- Repagination projects of books into new partwork concepts



## Related content experience

- **Head of Content** for Goodlord - a rental technology company. This included producing e-books, blogs, podcasts, videos, webinars, emails, thought leadership, and social media. E-books included all project management, design briefs, flatplans, re-searching, writing, and editing. One e-book was printed and discussed in an event in the House of Lords in May 2024.
- **Managing editor** of the Go-Ahead Group's digital internal staff magazine (2019-2022) - published monthly and sent to 30,000+ colleagues. Included design agency management, photography art direction, and all research, writing, and editing.
- **Managing editor** of the Greater Anglia internal staff magazine (2018-2019) - printed monthly and sent to 2,000+ colleagues' homes. Included monthly photography art direction, flatplanning, interviews, and writing/editing the magazine.

