

Shaelyn Stout

Communications & Public Relations Professional

Strategic Communications | Content Creation | Reputation Management

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Communications and public relations professional experienced in managing and developing proactive and reactive communications across print and digital channels for trade and public sector bodies and non-profits. Driven, strategic and detail-oriented with superior written and oral communication skills and a proven track record of delivering high quality internal and external communications in a dynamic, fast-paced environment.

WORK EXPERIENCE

Communications Adviser – Association of British Insurers (ABI)
London, United Kingdom
May 2024 – present

Respond to high-profile press queries and manage proactive communications activity across a range of policy areas, with a focus on health and protection insurance and diversity, equity and inclusion (DEI) within the insurance and long-term savings industry.

- Manage press requests, drafting and issuing reactive statements to major news outlets including the Financial Times, the Times and BBC News, as well as key trade publications.
- Brief spokespeople and stakeholders for television and radio interviews to underpin the ABI's role as the definitive voice of the insurance and long-term savings sector.
- Identify and execute proactive media opportunities, collaborating with relevant stakeholders, journalists and ABI members to promote industry values and priorities.

Press & Communications Officer – Children and Family Court Advisory and Support Service (Cafcass)
London, United Kingdom
August 2023 – May 2024

Produced strategic communications and managed the online reputation for this public body (related to the Ministry of Justice) which represents children and young people in family court proceedings.

- Responded to press requests, drafting and issuing reactive statements to major news outlets including the Guardian and BBC News, as well as key journalists covering sector news.
- Developed strategic content and communications for internal and external channels, including animated infographics, press releases and e-bulletins for partners and stakeholders.
- Ensured all communications aligned with Cafcass policies, organisational values and style guides.

Junior Content Editor – POSTSCRIPT
London, United Kingdom
September 2020 – June 2021

Created and curated engaging written and visual content for this cultural anthology for critically-thinking women of under-represented backgrounds. Wrote and published features, profiles and essays.

- Developed a range of print and digital content aligned with brand identity and editorial values.
- Edited content and communications for flow, style, aesthetics and grammar within tight deadlines.
- Managed relationships and communications with clients, contributors and stockists.

Publisher & Lead Editor – The Borgen Project
Seattle, Washington, United States of America (Remote)
May 2020 – June 2021

Edited, proofread and fact-checked news articles and blog posts for this non-profit working to educate readers and potential donors about global poverty and advocate for crucial poverty-reducing legislation.

- Liaised with writers to ensure articles and blog posts relayed complex issues with clarity.
- Performed final reviews of content before publishing to the organisation's website or blog.

Photo Editor & Sub-Editor – Holloway Express

London, United Kingdom

December 2019 – June 2021

Wrote and edited news and feature articles for flow, style and grammar for this online newspaper. Curated article imagery based on knowledge of aesthetics, photo use guidelines and ethical journalism practices.

- Produced and managed short and long-form articles from pitch through to publication.
- Collaborated with colleagues and community members to source and develop engaging stories.

Lead Supervisor – Shaftesbury Tavern

London, United Kingdom

February 2022 – August 2023

Trained and supported serving staff and supervisors at this north London pub. Managed special events and large bookings to ensure efficiency in front-of-house and behind the scenes.

- Responded to customer queries, complaints and conflicts effectively and professionally.
- Organised stock-takes and deliveries, scheduled staff roster and processed weekly takings.

EDUCATION**Certificate in Effective Media Relations – Chartered Institute of Public Relations (CIPR)**

November 2023

Master of Arts, Creative, Digital and Professional Writing – London Metropolitan University

Graduated with Distinction. Key coursework included digital content creation and management, research within the media and communications industries and creative long-form projects.

Bachelor of Arts, Photojournalism – London Metropolitan University

Graduated with First-Class Honours. Key coursework included written and visual journalism practice, newspaper and magazine production, campaign creation and UK media law and ethics.

VOLUNTEER EXPERIENCE**Streets Kitchen (London, UK)**

December 2020 – present

- Coordinate and serve meals and food parcels to people facing homelessness across north London.

Pitt Prison Outreach (Pittsburgh, PA)

September 2017 – December 2018

- Member of an advocacy group aimed at driving positive change in the US justice system.

President of the Sheppard Project (Philadelphia, PA)

October 2015 – June 2017

- Led a community enrichment project supporting school children in inner-city Philadelphia.

TECHNICAL & SOFTWARE EXPERTISE

Microsoft Office Suite, Google Suite, SharePoint, D365 (CRM systems), WordPress, Squarespace, Mailchimp, Canva, Social Media Management, Photography (studio or on location)