

Growth:

I've worked in science communication for 8 years, and as an accredited PR practitioner since 2021.

I hold a BSc in Neuroscience from University of Manchester, where I won a Students' Union Award for science reporting. Discovering my love of communicating science, I completed an MSc Science Communication at Imperial College and internships at *Guardian* and Gatsby Charitable Foundation.

I have been PR Account Director at science and innovation comms agency April Six since April 2023. I am the youngest member of the management team, and lead account teams delivering bespoke services. Previously, I was PR and Content Manager at CPI, and held roles at STFC, UKRI and the Department of Health.

I completed CIPR's Professional PR Diploma aged 25 during the pandemic, while working demanding hours on a government secondment. For my contribution to pandemic communications, I was awarded Highly Commended Marketing and Communications Professional by JCI Manchester.

Work achievements:

Regional development

I'm an active member of CIPR North West, and co-founded SciCommUnity Greater Manchester in 2023. The community brings together people working in science communication, including PRs, journalists, civil servants, academics and students from organisations such as Science and Industry Museum, Catapult Network, DSIT and UK Biobank. Through our meet ups we've helped students find work experience, created partnerships, and secured new clients for April Six.

I am currently leading the growth of April Six into its first Northern location in Manchester, reporting directly to the Managing Director. In my first nine months I secured new projects worth over £240k.

Diversity and equity

To support diversity in STEM, I've volunteered for ScienceGrrl - a charity celebrating women in science - for five years. I contribute to social media, community events, and engagement activities, including the 'Science of dance' workshop I led at bluedot festival to teach children about the intersections of science and creativity.

I volunteer with GM4Women 2028, acting as communications advisor to help create an equitable future for women in Greater Manchester.

I have always been active in employee LGBTQ+ and gender equity groups, regularly posting on social accounts, and ensuring D&I is baked into all comms my team delivers. In 2023, I led on a D&I stakeholder mapping programme with RAEng and I'm currently leading a social video campaign with Innovate UK to encourage a broader pool of young people to pursue innovation.

Service innovation

Throughout my career I have led complex communications strategies from news media and digital, to brand and corporate communications.

I am leading a new service innovation workstream at April Six to explore, package and rollout new services. This will include AI-enabled tools for reporting, budget-friendly PR packages for innovation startups, and social media training using my experience growing CPI's channels:

- Boosting Instagram reach +558%
- Growing [LinkedIn](#) following by 3155 (+18%)
- Growing [YouTube subscribers by 32% in a year](#)

Challenge (confidential)

Case study

I lead April Six's communications support for the Royal Academy of Engineering, including a recent project celebrating the Africa Prize for Engineering Innovation 10th anniversary.

Objectives

- Celebrate the impact of the Prize and recipients
- Attract further funding and partners
- Demonstrate achievements of the shortlist to potential funders and customers

Strategy/tactics

We created a three-pronged approach to meet objectives, incorporating a range of tactics across content development, media outreach, social media and stakeholder engagement.

1. Showcasing impact: promote clear narrative around Prize success
2. Raising alumni profiles: celebrating the Prize community
3. Stakeholder activation: empowering partners to tell a cohesive story

Understanding the complex media landscape across Africa, we worked with a trusted local supplier to conduct pan-African media relations.

Results

- Almost 100 pieces of high sentiment coverage, including *CNN* and *BBC* plus pan-African publications and South African nationals
- Over 600 video views on social and at the event including HRH The Princess Royal, investors and funders

- Over 50 uses of #AfricaPrize on X and LinkedIn