

CHARLOTTE LUXFORD

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CULTURE TRIP, HOMES & DESIGN EDITOR (OCTOBER 2016 – PRESENT)

- Heading up the 'Design' and 'Architecture' verticals of the website - see examples of work [here](#)
- Producing a wide range of content, including evergreen, timely and social-first articles
- Growing the audience figures for the Design, Interiors and Architecture sections, with my own content gaining 1.5 million page views since joining
- Working closely with the Social team to successfully adapt existing content for CT's social channels
- Leading and creating video content, including a craft series and exclusive preview of the Design Museum
- Interviewing key industry figures including Sir Terence Conran, Ron Arad and Thomas Heatherwick

GRAND DESIGNS, ACTING EDITOR (JANUARY 2016 – SEPTEMBER 2016)

- Overseeing 14 issues a year, including concepting, collating and editing a 184-page one shot, *Grand Designs TV Houses*, which was created alongside our usual production schedule
- Leading the restructure and redesign of the entire magazine, which was launched May 2016 – the resulting sales figures were the highest achieved over the previous 12 months
- Managing a small, but strong and motivated team on a tight budget with strict schedules
- Commissioning and editing work from a range of contributors, plus building relationships with key industry names to strengthen the brand
- Overseeing layout design and proofreading all layouts with an eagle eye for detail
- Producing compelling cover lines, working closely with the Publisher and Marketing team
- Forward planning, flat plans, budget sheets etc

GRAND DESIGNS, DEPUTY EDITOR (MAY 2015 – JANUARY 2016)

- Liaising with Boundless productions to produce core content linked to the Channel 4 series
- Arranging shoots for both TV houses and real home features, plus sourcing cover shots
- Sourcing and commissioning house features, often negotiating the use of images for free
- Supporting the Editor with proofreading, commissioning, editing and management

TIME INC, FEATURES EDITOR - HOMES HUB (MAY 2014 – MAY 2015)

- Writing, editing and commissioning a range of key features across *Livingetc*, *Homes & Gardens*, *Ideal Home* and *Country Homes & Interiors*, including decorating pages, style ideas, practical advice and trend pieces

GRAND DESIGNS, FEATURES EDITOR/FEATURES ASSISTANT (APRIL 2012 – MAY 2014)

- Heading up the news section and decorating features as Features Editor, and editing show guides supplements for Grand Designs Live and the Ideal Home Show as Features Assistant

VINE PUBLISHING, EDITOR (MARCH 2010 – APRIL 2012)

- Producing yearly schedule, commissioning, editing and writing both commercial and editorial features
- Taking an active client-facing role and offering tailored online and print-based campaigns for businesses
- Organising events, including Vine's monthly networking social for around 80+ businesses

FREELANCE WORK

- GRUNDIG: Editorial Consultant (2015)
- THE HOTEL GURU: Travel Writer (2011-2012)
- MIDCENTURY MAGAZINE: Features Editor (2011-2012)

QUALIFICATIONS

- 2012-2013 NATIONAL DESIGN ACADEMY **DIP Interior Design**
- 2009-2010 NEWS ASSOCIATES **NCTJ**
- 2007-2008 UCL **MA Shakespeare in History**
- 2004-2007 UNIVERSITY OF SHEFFIELD **BA English Literature, 2:1**
- 2002-2004 RAINHAM MARK GRAMMAR **AAABB A-Levels**
- 1997-2002 CHATHAM GRAMMAR FOR GIRLS **11 A* - B GCSES**

DIGITAL SKILLS Proficient in the Adobe suite, with solid experience in CMS, including Wordpress. Social media savvy, using Instagram, Facebook, Twitter, Pinterest and Flipboard to promote work across social media channels

INTERESTS Interiors, architecture, bookshops, galleries, theatres, heritage properties, museums, vintage fairs, restaurants, cooking, travelling, yoga and running