

ROBYN MOORE

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Profile

I am a skilled writer editor, capable researcher and strong communicator – a quick learner, who enjoys challenging roles.

My editing experience started in the 1990s, when I was employed to edit web content by internet start-up Cybercorp (later renamed [Newsroom](#)). Our claim to fame was setting up [Volcano-Cam](#) on Mt Ruapehu in 1995, transmitting the first live pictures of an erupting volcano over the internet. I am comfortable working with various mediums, from websites to marketing collateral and books. With a background in customer service, degrees in management (post-grad) and communications, and a qualification in adult education (ESOL), I can demonstrate strong technical skills appropriate to an editorial or writing role. My experience extends to designing (and also delivering) workshops and presentations.

I enjoy roles with an education or community focus, taking a collaborative and constructive approach to working with people and content. A recent example is the website created for scholarship provider, the Whitireia Foundation (whitireiafoundation.com), for which I remain editor. Stakeholders agreed the site should appeal not only to the students and their current sponsors, but also attract new sponsors. The website and any other marketing material needed to gain the approval of Whitireia Community Polytechnic, and align with their brand. Thus, my role was to develop the site, as well as manage the relevant relationships. The project progressed from the first concept meeting in October 2012, to signing off the website for launch in March 2013. The site is gaining prominence and is achieving its aim of raising the profile of the Foundation for both students and potential sponsors.

Applicable skills and qualifications

EDUCATION

Masters in Management Studies (MMS) – Victoria University of Wellington

- Awarded with Merit (October 2009)
- Comprising eight (15 point) papers and a 120 point Thesis

Bachelor of Arts Degree (BA) – Victoria University of Wellington

- Bachelor Majors (completed 2004): Linguistics and Italian

Certificate in Environmental Management

- Awarded with Distinction (June 2013)

Communication skills

- Engaging and accurate writer and editor
- Active listener
- Ability to convey technical and other complex detail, in language people understand
- Speak and write Italian and French, Qualified ESOL tutor (Porirua Language Project 2004)

Computer Skills

- Confident with MS Word, Excel, Publisher, PowerPoint and various Adobe 5.5
- Wordpress, Silverstripe (ss3) and Tumblr content management systems.

Leadership

- Community coordinator/event organiser – *Pukerua Bay Boxing Day Beach Bash* (2012 and 2013) and *Neighbours' Day* events, Village Planning project consultation, Pukerua Bay Civil Defence, numerous *Plunket* fundraisers and seminars (local President – 4 years and Mana Branch president – 2 years).

Eye for design

- Trained photographer
- Design, edit, format publications for web/print – Kapiti's [Water Book](#), the [Pukerua Bay Village Plan 2011](#), [Neighbourhood Accessibility Plan](#), [Pukerua Bay Emergency Plan 2012](#) and websites on [Water matters](#), [Earthquake matters](#) and [Teaching matters](#)

Relevant Work Experience

Editor/Proof Reader/Content Manager/Researcher (2006 to present – 8 years)

Currently, I am on a flexible contract with Volunteering NZ in a research writing and facilitation capacity. In the past 12 months, contract work has included editing web and print content, assisting a Victoria University student (ESOL) in the final stages of their PhD thesis, writing/updating and proofing academic journal articles (two journal articles are currently in the final stages of publication), conducting a Council survey, as well as developing and facilitating various workshops/presentations for clients.

Content editor and style guide writer – *SilverStripe* (June 2013 and flexible)

The [Common Web Platform](#) (CWP) is a web content management platform for delivering New Zealand government websites. SilverStripe Ltd is under contract to Department of Internal Affairs to provide the platform. My role was to edit content for the new platform and write the style guide. The platform was launched mid-2013.

Web editor – *Whitireia Foundation* (October 2012 to March 2013)

The initial brief was to take existing corporate marketing materials and update them. However, it was immediately evident that the first project to embark on was creating a website. The concept was agreed in October 2012 and the site was signed off by Foundation Trustees, Whitireia's marketing manager and its CEO, for launch in March 2013. Work on the printed material is underway.

Blogger (2010 to present – 4 years)

In 2010, I created a website on water conservation matters (*On water*, robynmmoore.com), which I update regularly.

Project manager/Editor (May 2012 to October 2012)

Led a team of volunteers to deliver Porirua's first community-developed plan for emergencies like earthquake, landslide and flood. The [Pukerua Bay Emergency Plan 2012](#) is available in print and online (Porirua City Council website).

Research assistant/writer/editor/web developer – *Victoria University of Wellington* (December 2010 to December 2011 and contract to update in August 2013)

This role, for the Faculty of Commerce, involved identifying research gaps and writing up/editing research papers for publication, as well as creating PowerPoints for conferences. Provided content analysis/writing/web-page navigation and html for [Teaching Matters](#), an innovative online Teaching and Learning resource for commerce teachers. Also assisted the faculty with [EQUIS](#) (European Quality Improvement System) accreditation. My contribution, aside from the purely editorial aspect, was to act as facilitator for the students, helping them successfully redraft their EQUIS submission which, prior to my involvement, had yet to meet the standard anticipated by the faculty. The edited version gained the approval of both students and staff, and accreditation was subsequently granted.

Web project manager, content analysis, writer-editor – *Rotary Club of Wellington and Victoria University of Wellington* (October 2011 to December 2011, and as required)

This role arose from the Rotary Forum on the Christchurch Earthquakes – Lessons for Wellington, at Victoria University's Rutherford House, October 2011. My brief was to analyse the conference dialogue, organising it into themes, and collaboratively develop an informative, interesting website (thefaultlineforum.com). I continue to update the site.

Researcher/project coordinator – *Massey University* (December 2010 to June 2011)

With Massey's Roofwater Research Centre, we tendered for this project to evaluate the implications of using roofwater for emergency management ([GNS Hazards Platform](#)) in December 2009, with research design completed August 2010. The project involved undertaking action research in schools across Porirua, scientific testing and a review of literature, with findings presented in a co-authored report to GNS Science in June 2011. A paper was presented at [Water NZ 2011](#).

Research Design/Content Analysis – Porirua City Council (June 2010 – August 2010)

Assisted in managing this complex community research project and was part of a team to develop the research design for a residential survey. Contracted by the Council to undertake the content analysis and reporting for this largely qualitative project that resulted in Pukerua Bay's [Village Plan 2011](#)

Professional Development Coach – LMA NZ Ltd. (May 2010 – November 2010)

Contract – Assisted facilitator Chris Wattie (part-time) in delivering LMA ([Leadership Management Australasia](#)) material and coaching to managers from a variety of industries (NZQA course *Performance Edge* Level 5 – satisfactorily completed the 13 week course myself in June 2010 – content included meeting planning, processes for team leading and collaboration, and improving productivity.

Ministerial Speech Writer – Ministry of Social Development (September 2007 – June 2008)

This freelance role began with my researching and writing occasional ministerial speeches on-call, invariably at short notice, increasing to a fulltime contract. Resigned to research my thesis fulltime.

Editor/Project manager – Kapiti Coast District Council (2007)

Researched water-security problems faced by Kapiti communities and presented a proposal that resulted in scoping, editing/producing *The Kapiti Water Book* with designer Anne Johnston (freelance). See a draft spread at http://www.j.co.nz/robyn/Water_Book_16.pdf

Technical Research Writer – Consumer NZ/Department of Building and Housing (2006)

This six month contract was to research and produce original content for a new government-funded website, designed to educate householders and motivate behavioural change in the context of the built environment. My focus was on water conservation, with content delivered on time and to budget. View at <http://www.smarterhomes.org.nz/water>.

Earlier career – For details and testimonials in respect to my photographic, sales, and management career with Cybercorp/Newsroom (Wellington), J.co.nz (London), Comworth Systems (Wellington), Camera House (Wellington), Office International and British and Commonwealth Shipping (London), please contact me. Further information and links to papers and presentations are on my [website](#).

Award

ETHOR Award – One of three finalist selected to attend [EURO 2013](#) (July, Rome) and present original research to a judging panel. Awarded the ETHOR prize for ethics in operations research for community development. The award included prize money awarded and fully funded attendance at [ELAVIO](#) (Valencia University) Operations Research Summer School, as guest tutor (September 2013).

Other Education

- EMANZ/Red Cross – numerous NZQA-accredited courses including CIMS2, Occupational health and safety, Pre-hospital care (PHEC), Urban search and rescue (USAR), Teamwork, Welfare supervision, Time management, Teamwork, Cultural awareness

Interests and Memberships

- Trustee – Whitireia Foundation
- Coordinator CDEM Pukerua Bay and Volunteer Porirua Emergency Responder (since 2009)
- IFORS (International Federation of Operational Research Societies)

Course Work for Degrees

Managerial Decision Processes - structuring problems and solutions (MMS522)

Current Topics in Strategic Management

Research Methods (MMS505)

Organisation Dynamics - special topic Leadership (MMS512)

Research Paper - topic IT management in schools (MMS530)

Innovation and Entrepreneurship - studies in Change Management

Advanced Strategic Management (MMS514)

Politics, Philosophy and Public Policy (MAPP523)

Masters Thesis - full year (community operations/environmental management) (MMS591)

Master's degree combined core (MMS) papers with a year-long [thesis](#) demonstrating the use of decision-support systems for community development.

Undergraduate papers include Sociolinguistics, Linguistic Analysis, Discourse and meaning, Organisational and Interpersonal Communications papers, Writing English, numerous Italian language and culture papers, Tourism, Accounting.

Academic record on request

Referees

Professor Vicky Mabin (*Teaching matters and various other projects*)

Currently on sabbatical – Associate Dean (Teaching and Learning), Victoria Business School
Victoria University of Wellington
vicky.mabin@vuw.ac.nz URL <http://www.victoria.ac.nz/fca>

Dr Colin Jeffcoat (EQUIS project)

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Victoria University of Wellington
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Tessa Thompson (Ministerial speech writing for MSD)

Previously Private Secretary in the Office of the Minister for Social Development and Employment, and for Disability Issues (Hon Ruth Dyson)
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Robyn's LinkedIn profile: <http://www.linkedin.com/pub/robyn-moore/5a/839/17>