



Lucy Schrader

EDITORIAL, CONTENT STRATEGY, WEB

lucy@schrader.nz +64 21 268 7648

About me

I'm a content specialist with nine years' experience delivering high-quality material for the web. I have a strong public service, user-centred ethos, and I work hard to make sure anything that goes live is worth it.

Skills

Editorial

Getting an idea from a head onto the page, and getting it right

- Source, write, edit, and revise content
- Shepherd content creation
- Find content gaps
- Establish style guide, including accessibility guidance
- Fairly represent and involve the range of people in NZ
- Copyediting and technical QA

Content strategy

The high level perspective to plan for good content and the ability to execute it

- Develop content strategy
- Understand the organisation
- Create workflows for audit and redevelopment
- Embed content in business processes
- Educate and form consensus
- Coordinate content across channels

Writing

Effective and readable written communication

- Create web and offline writing
- Develop promotional and advisory content
- Draft, consult on, and present reports and analysis

Historian

NZ history and historiography

- Perform research, analysis, and presentation of history
- Knowledge of mātauranga Māori and tikanga Māori
- Publication and distribution of public history and heritage

Collaboration



Drawing on collective strengths and knowledge

- Synthesise multiple inputs
- Seek out new people
- Help colleagues connect
- Develop new mutually beneficial relationships

Technical

Content in context

- Work easily with HTML and CSS
- Capable with Python, new to Ruby
- Identify bugs and test solutions
- Propose and outline technical changes

Workflow

Working purposefully and working well

- Participate and run in Agile
- Rapidly switch tasks
- Contribute to long-term planning
- Learn new things all the time

Media production

Supporting good material with good media

- Edit images, audio, and video
- Develop and edit screencasts
- Create transcripts and captions

Training

Help experts create the best material

- Plan and run workshops
- One-on-one advisory and skills development sessions
- Develop usable documentation

Experience

Content editor, Intranet redevelopment, Ministry of Justice

(2017 – current)

Content designer, Services to Schools, NLNZ

(2015 – 2016, secondment)

Online editor, National Library of New Zealand

(2010 – 2017)

Web editor, Immigration New Zealand

(2006 – 2007)



Education

Victoria University of Wellington

(2008 – 2010)

Masters of Museum and Heritage Studies

Dissertation discussed humanitarian narratives amongst missionaries in an early C19 context.

Otago University

(2002 – 2005)

Bachelor of Arts with Honours in History

Thesis explored a model of curation based on actor-network theory, emphasising the creative role of audience and other participants.

I like

Knitting

A friend taught me the basics a couple of years ago, and since then I've made scarves, hats, an entire cardigan, and an amazing big winter blanket.

Reading

Books are *amazing*. I've recently read Ibram X Kendi's *Stamped from the Beginning*, Sarah Waters' *The Paying Guests*, Jeanette Winterson's *Gut Symmetries*, Rivers Solomon's *An Unkindness of Ghosts*, and Sarah Farizan's *Tell Me Again How a Crush Should Feel*.

References

Abby Kroon-Herbert

Project Manager

Ministry of Justice

abigail.kroon-herbert@justice.govt.nz | 027 809 3906

Sam Minchin

Manager

National Library Online, NLNZ

Sam.Minchin@dia.govt.nz | 027 702 3693

Michael Lascarides



UX Lead

DigitalNZ, NLNZ

Michael.Lascarides@dia.govt.nz | 021 683 227

Conal McCarthy

Programme Director

School of Art History, Classics and Religious Studies, Victoria University

Conal.McCarthy@vuw.ac.nz | 04 463 7470