

Leila Johnston

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Leila Johnston

Writer & editor for tech, finance and energy

- Copywriter and technology communicator since 2010. Previously blog editor for Shiny Media, and Deputy Editor of national property glossy, Move to the Country.
- Author of three humour books, including a gamebook and articles published in e.g. WIRED UK and Creative Review, plus many websites.

VOLUNTARY WORK

I run the Instagram and Facebook accounts for Edinburgh's financial history organisation, the Library of Mistakes. I also work with the Adam Smith Heritage Centre, supporting their digital outreach and interviewing guests for podcasts, events etc.

FREELANCE EXPERIENCE

My writing and messaging experience includes **copy and TOV guides** for global tech brands like Nokia and Mozilla, **web and social copy**, regular **energy market pieces** for Wood MacKenzie, regular features for Mensa's membership magazine, and **podcast production and training** for organisations including Brighton University.

Freelance client work examples:

Yorkshire Water – 2023-2024

Writing, consolidating information and editing Yorkshire Water's five-year business plan. I interviewed specialists, built arguments for investment, gathered information from across the company, and wrote both technical and accessible prose to the exacting requirements of the regulator.

Raw Fury. Digital consultancy and podcast production – Jan-Dec 2021

Developing a new concept store based around the 'Games are Art' premise; presenting and producing a new podcast to serve as a research strand for the company, positioning them as leaders in the videogame/culture crossover space.

Balbir Singh Dance Company. Digital consultant, podcaster – Dec 2019-June 2020

Designing visual identities, assisting with digital strategy, and contributing to creative thinking around performances, and content ideas for social media. Creating, editing and hosting a new podcast.

Site Gallery. Jan 2017-Jan 2019

Devising experimental interdisciplinary events and projects, and developing Site's relationship with the science and tech community.

EDUCATION

MPhil, Cambridge University – English Faculty (2006)

BA (Hons), University of York – History of Art – 1st Class (Hons) (2003)