

Leila Johnston

Professional communicator bridging the creative and the technical

- Head of Content & Communications at the Adam Smith Global Foundation (part-time employee, since August 2026).
- Copywriter and technology communicator since 2010. (Before that, blog editor for Shiny Media, and Deputy Editor of a national property magazine.)
- Author of three humour books and a commemorative book for the Dragon School's 150th (2026).

FREELANCE EXPERIENCE

Comms including **copy and TOV guides** for global tech brands like Nokia and Mozilla, **web and social copy**, regular **energy market pieces** for Wood MacKenzie, regular in-depth features for Mensa's membership magazine, and **podcast production and training** for organisations including Brighton University.

Freelance client work examples:

The Library of Mistakes. Digital comms support – 2021-present

I designed, co-host and co-produce a podcast for this prominent financial history charity based in Edinburgh, and assist with digital strategy and PR.

Yorkshire Water. Regulatory writer – April-Sept 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 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. Developing a new podcast.

EDUCATION

MPhil, Cambridge University – English Faculty (2006)

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