



Florence Camille Nulens

CAREER PROFILE

I am a confident editor and content producer with more than a decade of experience working with the written word, filling various roles in editorial-, communication and digital content teams, and enjoy working on freelance projects. I have intimate knowledge of the English language having enjoyed more than seven years of study in writing, editing and communications, five of which postgraduate. I have experience working as a freelance and in-house editor, as well as a writer, a digital content producer and a translator (NL>EN).

I have sound experience in all forms of editing and proofreading, working on print projects as well as digital content. I am skilled working on both short- and long-form texts for a variety of media. I am comfortable meeting tight deadlines, liaising with developers, designers, stakeholders and clients. I work well in a team, am happy to take charge and enjoy creating workflow systems and streamlining processes. I am also extremely comfortable working autonomously and remotely using different CMSs and other software.

I can create or edit text to reach specific audiences with a clear message, have a strong knowledge of marketing and communication practices and am able to write and edit in any style or voice required.

KEY AREAS OF EXPERTISE:

- **Editing (structural through to proofreading)** – fiction, (literary) non-fiction, text for web and print
- **Writing/content production** – content writing, blogs, publications, fiction and non-fiction text
- **Template creation** – I can create templates (aka copydecks) for often-used documents with complex style elements such as fillable fields and locked sections
- **Translating** – any text from Dutch into clear English
- **Communicating** – highly skilled in verbal and written communication

RECENT PROJECTS

Dates	Position	Organisation
2021 June-October	Freelance content writer/editor (contract)	ANZ (through Team Content)
2015 – ongoing	Freelance editor	Hyphen/AJ Collins/various clients
2015 – ongoing	Freelance translator (NL>EN)	Various clients
2015 – ongoing	Freelance content producer	Various clients
June 2016 – June 2017	In-house editor	Bounce Books (now called Hyphen)



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EMPLOYMENT HISTORY

CONTENT WRITER/EDITOR | ANZ (THROUGH TEAM CONTENT) | 2021 JUNE – OCTOBER

I was contracted to help ANZ write, edit and upload content for their intranet, which is being transferred to a new CMS. The focus was on making the language concise, clear and simple because there are many people accessing this information whose first language isn't English.

I created templates in Microsoft Word for the four different kinds of articles with drop-down menus, pre-fills and selectable items. These templates have locked sections and styles applied to ensure a smooth uploading process into the CMS, which is not done by the same people who write the content.

I created project-specific editing- and writing style guides for the many subject-matter experts (SMEs) to help them make sure the content was consistent in its language, punctuation, capitalisation and spelling.

As the need arose, I also helped create a guide on how to upload the content into ServiceNow, how to find and include images with links to the writing guide and style guide.

Project

This is an ongoing project for ANZ, the content from their previous intranet is being reviewed, rewritten and edited before being uploaded into their new CMS.

Responsibilities:

- Editing, proofreading and creating content ensuring the English is simple, correct and engaging
- Uploading content into ServiceNow, included images and creating alt text for these images
- Liaising with SMEs
- Running workshops that introduced the style guide, writing guide and helpful information for first-time article writers

FREELANCE EDITOR | AJ COLLINS PUBLISHING/ BOUNCE BOOKS/HYPHEN/VARIOUS CLIENTS 2015 – ONGOING

I offer manuscript assessments, proofreading, copy editing, structural editing and developmental editing services. Clients include: Hyphen (previously Bounce Books), AJ Collins publishing and Affirm Press. I also work with (first-time) authors who are self-publishing.

Responsibilities:

Helping authors with:

- Character development and voice
- Plot lines
- Sub plots
- Continuity issues
- Story structure
- Language and flow
- Appropriateness for age group and audience
- Manuscript assessments, structural editing, copy editing, proofreading



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EDITOR | BOUNCE BOOKS (NOW HYPHEN) | 2016 – 2017

I was the first in-house editor for Bounce Books (now Hyphen), a small vanity press that publishes mostly non-fiction coffee-table books and digital content, but also some fiction books and memoirs. A lot of the text I edited was very raw and not written by natural writers. I now work for Hyphen on a freelance basis providing editing and proofreading services, and enjoy working with their editors and designers.

Responsibilities:

- Structural editing
- Copy editing
- Proofreading
- Liaising with writers, clients, designers, typesetters and stakeholders
- Hiring and briefing freelance editors and proofreaders
- Setting up style sheets and spelling/consistency documents
- Reviewing the in-house style guide
- Setting up templates in Microsoft Word with styles, headers, etc.

COPYWRITER, COPYEDITOR & CONTENT PRODUCER | PERFECTO DIGITAL/KEYPATH EDUCATION/VARIOUS CLIENTS | 2015 – ONGOING

I work on projects for a variety of digital clients. This work includes producing, editing and proofreading digital content. I ensure text adheres to the client's SEO and readability guidelines (such as Hemingway readability) and I create easy-to-read and plain-English content. Clients include companies in creative, government, education, entertainment, travel and corporate fields.

I provide these services in raw form such as in Google Docs or Microsoft Word, in Adobe Indesign or in the client's CMS.

Project Example

I was part of the a team at VERSA Agency (previously Deepend) that combed two complex government websites into the single website www.buyingfor.vic.gov.au. Part of my role was ensuring the content was accessible, met readability standards and was placed into the CMS (Drupal) as well as ensuring links were logical and functional.

Responsibilities:

- Editing, proofreading and creating content ensuring the English is simple, correct and engaging
- Managing content to ensure it is appropriate for its intended audience and its message is clear
- Managing and producing content in a variety of CMSs
- Fact checking and checking links

EDUCATION

2015 Postgraduate diploma in Communications and Editing, University of Melbourne (included a 3-month internship at Broadsheet Media)

2005 Master of Arts in Creative Writing, RMIT University

2002 Diploma in Professional Writing & Editing, RMIT University



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COMPUTER / TECHNICAL SKILLS

- **Extensive knowledge of Microsoft Word** – Creating and applying styles, creating complex templates, creating dictionaries, using the PerfectIt plugin, etc.
- **Can edit and proofread using Adobe InDesign and Adobe Reader**
- **Sound knowledge of Google Suite** – Creating and managing shared files and documents
- **Comfortable using CMSs** – Such as Wordpress, Drupal, ServiceNow and custom-designed platforms
- **Comfortable using complex or new software**
- **I use list-making software** (such as Trello) which help me keep track of my work, organise my tasks and create checklists for others

PROFESSIONAL MEMBERSHIPS

- Associate member of the Australian Institute of Professional Editors Limited (IPEd)
- Member of Writers Victoria
- Member of the Australian Society of Authors (ASA)

PROFESSIONAL PROJECTS

I am in an IPEd working group that is creating an Australian style guide specifically for fiction and narrative non-fiction, which we intend to become the industry style guide for fiction authors, editors and publishing professionals in Australia and New Zealand. As freelance editors we have found that existing style manuals are more geared towards government- and non-fiction content. They don't cover certain kinds of elements that fiction editors encounter, such as dialogue punctuation, how to signal character thoughts/letters/text messages/etc., tools for managing world-building and fictional words and languages, how to create fiction-specific style sheets, to name but a few.

REFERENCES

- **Bruno Berlafa** can tell you about my **translation and content-writing skills**
Co-Founder at Perfecto Digital SL: bruno@perfecto.digital
- **AJ Collins** can tell you about my **book-editing skills (fiction)**
Director at AJ Collins: AJ@ajcollins.com.au
- **Val Montagnana-Wallace** can tell you about my **book-editing and -proofreading skills (non-fiction)**
General Manager at Hyphen/Bounce Books: val@thehyphen.com.au or +61 450 754 299

Feel free to visit my [LinkedIn profile](#) for more details