

Toby Lester

Digital Content Specialist and Web Content Manager



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Highly skilled and dedicated CMS, content, and web frontend specialist with a track record of delivering exceptional content and managing custom and enterprise-level CMS platforms.

toby_lester@hotmail.co.uk
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Work History



Web Content and CMS Manager, 2021–present

Upp Broadband, a quickly evolving altnet start-up

- Managing supplier and third-party developer relations and output
- Working closely with key stakeholders to deliver mission-critical content
- Learning, using and constantly iterating and improving a new-to-market enterprise CMS with complex integrations



Content and CMS Specialist, 2019–2021

IRIS Software Group, a SaaS business with a wide product portfolio

- Delivering content for over 150 products on tight deadlines
- Researching, planning and producing content, including copy, images and video
- Managing complex editorial projects, SEO, and UX



CMS Manager and Product Developer, 2016–2019

Mimeo, a B2B print-on demand business

- Creating and developing the award-winning Customised Exercise Book product
- Developing a custom CMS and over 2,000 items of regularly refreshed content



Proofreader, 2015–2016

Mimeo



Copywriter, 2014–2015

Cream Club



Assistant Technical Documentation Consultant, 2010–2014

A. J. Marlow

Education



Responsive Web Design Developer Certification, 2023

freeCodeCamp



BA English Language and Linguistics, 2010–2013

Sheffield Hallam University


Toby Lester

Content/Digital/Web

<https://fretsome.github.io/TL-Portfolio/>

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Skills

-  CMS, SEO and content management
-  HTML, CSS and Javascript
-  Project management and editorial
-  Proofreading with accuracy and attention to detail
-  Copywriting, content creation and content strategy
-  Stakeholder management and workflows
-  Growth mindset and a willingness to learn
-  Flexibility and adaptability under pressure
-  Analytical and determined approach to problem-solving

Awards and Achievements



Award for Best General Classroom Resource

The Education Resources Awards, 2018

I have produced and developed the award-winning Customised Exercise Book product and its associated marketing campaigns.







Five-time completer of the NaNoWriMo Challenge

NaNoWriMo, 2014, 2016, 2017, 2018, 2021

NaNoWriMo challenges writers to produce a 50,000-word novel across the 30 days of November.

Personal interests

-  Creative writing (particularly novels)
-  Electronics, including building custom video game systems and arcade machines.
-  Mechanical keyboard design and production.
I have designed and sold a mechanical keyboard product across four continents.
-  Music and performance, including playing the guitar and songwriting.