Toby Lester

Digital Content Specialist and Web Content Manager

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.



View my portfolio

toby_lester@hotmail.co.uk 07786826626

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

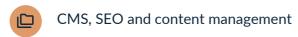
Sheffield Hallam University

Toby Lester Content/Digital/Web

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

toby_lester@hotmail.co.uk 07786826626

Skills



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.