

Elsa Kenningham

Experience

Office Helper | The Indigo Press

August 2025 - present (part time)

- Supporting an independent publisher and foreign rights agency, handling English and German-language contracts

Editor | Buoy Press

May 2023 – present (ad hoc)

- **Managing** finance, branding, marketing and publicity, communicating with stockists, authors and printers
- **Commissioning, editing and publishing** work by 35 writers including poetry, short stories, essays and visual art
- **Events:** organising 3 launches with live music and readings, which had over 400 attendees combined
- **Marketing & brand:** creating a [website](https://buoypress.co.uk) (buoypress.co.uk) and [@Instagram](https://www.instagram.com/buoy_press) (@buoy_press)

Community Coordinator | Meanwhile Space CIC

Aug 2023 – present (part time)

- **Managing stakeholder relationships:** local authorities, tenants, community groups
- **Event management:** securing funding and organising events including a garden party with over 300 attendees
- **Marketing:** devising communication strategies and running social media pages

Work Experience | Penguin Random House

February 2025

- Attending meetings and author talks, creating AI sheets, publicity plans and updating Biblio at Penguin Press

Manager | Morocco Bound Bookshop

July 2021 – June 2023

- **Managing** the day-to-day running of the shop (rota, stock, relationships with suppliers/clients, communications, marketing, recruitment, a team of 5-7 part-time staff, venue admin such as commercial waste and alcohol licencing)
- **Event management:** booking, marketing and running an events schedule (over 220 events in 2022)
- **Project managing** a sold-out 150-copy poetry collection (organising a call-out, editing, working with a designer, printer and the shop owner to budget, organising and running a launch)
- **Marketing:** Running social media accounts (increased IG following from 800 to 4,700+) and designing a website

Founder & Editor | Morocco Bound Review

Jan 2021 – Dec 2023

- **Editing** articles by 39 contributors over three sold-out 150-copy print issues
- **Commissioning** illustrations, working with a designer, proofreading, organising a launch event for each issue
- **Organising, promoting and hosting** 10 talks with writers/academics including Nina Power and Giorgos Kallis
- **Marketing:** creating a visual identity across print/digital incl. a website and [@Instagram](https://www.instagram.com/moroccoboundreview) (@moroccoboundreview)

Marketing & Content Creation | First Aid for Life

2016 – 2021

- **Marketing:** running campaigns through Facebook Ads, Google SEO and social media
- **Content creation:** online courses, infographics and social media content (Canva), videos, worksheets
- **Researching and writing:** blog and print articles and sub-editing a first aid book

Education

MA Publishing 2024-25

London College of Communication, UAL

- Stationers' Company Sparrow Award Winner
- UAL Home Postgraduate Scholarship

French and German BA (First Class)

University of Bristol 2017-21

- Year abroad: Université Aix-Marseille, Universität Leipzig
- Editor, *Helicon Arts Magazine*

IT Skills

General: Outlook, Office, Google Suite

Websites: WordPress, Wix

Design: Lucidpress, Canva, InDesign, Figma

Marketing: Eventbrite, MailChimp, Instagram, YouTube, Facebook Ads

CRM: Infusionsoft, Salesforce

Audio-visual: Camtasia, iMovie, Audition, Audacity