

# JO WALKER

content strategist,  
editor, storyteller

## CONTACT



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## SKILLS

Content strategy  
Content creation  
Idea generation  
Collaboration  
Project management  
Stakeholder relations  
Leadership & mentoring  
Budgeting & legals  
Public speaking

## EDUCATION

### POSTGRAD DIPLOMA

Journalism  
University of Queensland  
2002

### BACHELOR OF ARTS

Double Major: English Lit  
University of Queensland  
1998-2001

## PROFILE

Award-winning storyteller with top-notch print, digital and audio skills who lives for true audience engagement. High on creativity and humour, with the skills, patience and efficiency to lead teams and get things done. Focus on lifestyle reporting and content marketing across platforms. After more than a decade at iconic publisher frankie press, I understand the power of authenticity and multi-platform storytelling.

## EXPERIENCE: FRANKIE

EDITOR-IN-CHIEF  
frankie press/2016-2018

Directed editorial output on digital and traditional channels across frankie press brands: frankie magazine, frankie books, Smith Journal, Slow Living. Managed cross-disciplinary team to deliver award-winning, often complex, content with real reader impact.

- Devised, pitched and executed branded content for clients such as Spotlight, Doc Martens and Squarespace, adding significantly to advertising revenue.
- Worked collaboratively with ad team, marketing, design, editorial, circulation, finance and management on short- and long-term projects across all titles.
- Mentored editors at frankie magazine, Smith Journal and Slow Living on topics such as visual storytelling, news writing, budgeting, time management.
- Spearheaded audience engagement strategies through paid and organic social media, eDMs, surveys, awards schemes, events and partnerships.
- Devised and produced frankie's Great Job! podcast series in collaboration with MYOB, interviewing successful creatives about how they got started.
- Conceived and edited 'one-shot' publications Something to Say (a retrospective of frankie opinion pieces) and Look What We Made (a coffee-table book chronicling Australian makers), and oversaw production on frankie food mag.
- Covered topics from #metoo activism in the world of astronomy to illegal French guerrilla clock repairers and the preservation of Australian Kriol language.

EDITOR  
frankie magazine/2007-2016

Helmed the award-winning frankie magazine from niche publication to mainstream success, scoring up to an estimated 407,000 in print readership (plus 650,000+ social media followers) as Australia's best-selling women's fashion title.

- Managed tiny teams and even tinier budgets with creativity and generosity.
- Instrumental in building the frankie brand and tone-of-voice across rapidly changing print, digital and social media landscapes.
- Generated thousands of editorial ideas: features, fashion shoots, interview formats, opinion pieces and photo essays across traditional and digital platforms.
- Nurtured strong and diverse writing talents like Benjamin Law, Marieke Hardy and Eleanor Robertson, plus sourced and commissioned work from emerging freelance contributors in writing, photography, design and illustration.
- Media and speaking engagements including Triple J, ABC Radio, Curvy Design Conference, Melbourne Writers Festival, Big Hearted Business Conference.
- Conceived and executed collaborative projects with partners like Melbourne Fashion Festival, Finders Keepers Markets and the Australian Literacy Foundation.
- Covered topics from mental health, disability rights and the history of feminism to art, design and celeb interviews.

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## AWARDS

**Australian Magazine of the Year**  
at Australian Magazine Awards  
2012, 2013

**Women's Fashion Award**  
at Australian Magazine Awards  
2012, 2013, 2014

## EXPERIENCE: OTHER

CONTENT STRATEGIST/BRAND STORYTELLER  
Spotlight SRG/2019-2020

Contract role developing international retailer's content proposition across digital, social media, catalogues and in-store. Conducted stakeholder workshops, wrote style guides, oversaw content roll-out.

- Collaborated with in-house teams to articulate content objectives, editorial pillars and tone-of-voice as part of total Spotlight rebranding.
- Led development and implementation of content strategy on behalf of client, implementing policy, processes and resourcing tools for their continuing use.
- Produced video and story content for Spotlight digital hub and social media feeds, increasing customer connection and engagement.

EDITORIAL LEAD  
CHE Proximity/2019

Managed ad agency's in-house editorial team. Oversaw production on digital stories and serialised formats ensuring reach and engagement for clients including AIA Vitality, Telstra, Coles Liquor and Tourism & Events Queensland.

- Collaborated with SEO, data and planning experts to interpret audience stats and trends and feed insights back into editorial decision-making.
- Devised multi-platform content strategies to tight deadlines, and successfully presented to internal and external stakeholders.
- Led small in-house team to create engaging stories within brand voice.

PODCAST PRODUCER  
Suddenly/2018-2019

Oversaw production on wellness-focused podcast series for News Corp's branded content agency in collaboration with Medibank. Researched topics, cast talent, conducted interviews, managed scheduling and drafted scripts.

- Storytelling for podcast format - interpreted client brief to create compelling and informative content with intelligent brand integration.
- Presented fortnightly to client, managed legal and medical approvals.
- Worked collaboratively with Suddenly content team, Medibank marketing stakeholders, and other freelance contributors.

## ACHIEVEMENTS

- Building the frankie brand from niche product to mainstream success, driven by the insight that audiences always come first.
- Developing frankie's branded content offering from the ground up, collaborating with clients to produce bespoke editorial that audiences love.
- Providing a smart, inclusive and inspirational voice in women's media that's become a short-hand adjective for fashion, design and attitude.
- Fostering an inclusive and approachable culture for audiences, team members and contributors that champions diversity and realness.
- Continuing to learn and apply well-honed storytelling techniques across new media, and being excited for new opportunities and collabs to come.