Rhiannon Hughes

Senior Content Writer

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Profile

Writer with seven years in content and copywriting, the last four as senior content writer for an energy supplier's website and customer emails. Turns technical subjects into plain English, interviews engineers and customers, and edits to a house style. Short stories published in two anthologies. Looking for a lead content or copywriting role.

Experience

Senior Content Writer

Cledwyn Energy, Cardiff · 2022–present

- Write about 12 articles and guides a month on heat pumps, solar panels and bills, from interviews with engineers and customers.
- Rewrote 140 help pages in plain English; calls about the topics they cover fell by 18% in a year.
- Redraft each piece after review by the editor and the legal team, and keep the house style guide up to date.
- Publish pages and emails in the content management system and check how they perform in Google Analytics.
- Run a monthly writing workshop for colleagues who write customer letters.

Copywriter

Penrose Lane Agency, Cardiff · 2019–2022

- Wrote web pages, adverts and brochures for about 30 clients, from a dental group to a rugby club.

Published writing

- Two short stories in anthologies from an independent Welsh press (2023, 2025)
- Shortlisted in a national short story competition (2024)

Education

BA (Hons) English Literature and Creative Writing, 2:1

Glanmor University · 2016–2019

Skills

- Plain English and editing
- Interviewing for stories
- Copywriting and headlines
- Search-friendly writing and Google Analytics
- Content management systems
- House style and tone of voice

Additional information

Portfolio of three articles, a help page and an advert at the link above. Member of a local writers' group. Conversational Welsh.