

## **CV: Maggie Davis Westhead**

- A highly creative content editor with a background in fashion journalism
- Specialist knowledge of both luxury and high street brands
- Expert at driving associated revenue through digital editorial content
- Excellent contacts in the industry (writers, stylists, photographers etc.)
- Adept at commissioning, writing, editing, shooting and managing a team.
- Published author (most recent book: 'The Art of the Little Black Dress', 2020)

## **EDUCATION**

BA Hons Fashion Journalism (1st class)  
London College of Fashion, University of the Arts (1998)

## **EMPLOYMENT HISTORY**

### **April 2019 to present**

#### **Freelance Consultant and Digital Editor, John Lewis**

Editing and creating content for John Lewis & Partners online. Responsible for conceptualising editorial across categories including Christmas which made £2.9million in associated revenue in 2020 as well as coming up with ideas and content for big campaigns including Mother's Day, Father's Day and Eid. Overseeing the areas of kidswear, toys, technology fitness and gifting and engaging with all relevant stakeholders from marketing and social to press. Currently acting editorial lead, managing the team and editing and commissioning everything from fashion and beauty to wellbeing features too.

### **Dec 2017 to April 2019**

#### **Senior Online Editor, Next**

Helped launch the Style Stories editorial hub on the UK's biggest fashion retailer's website, focusing on quality and engaging content. I work with influencers, commission writers and liaise with key brand stakeholders, designers and traders. Commissioned and oversaw shoots and articles. Emphasis was on driving sales through combining an ultra commercial message with creative flair. Editing, tone of voice, branding and communication were all key.

### **Jan 2014 to Dec 2017**

#### **Kidswear and Lingerie Editor, M&S**

Worked on content for the launch of the new M&S.com website, overseeing kidswear and lingerie from an editorial perspective. Provided copy, briefing and overseeing big budget shoots as well as writing regular articles for the website and was responsible for driving sales in associated revenue on various trade priorities from Back to School to Wedding via Mother's Day and Christmas. Liaised with designers, traders, allocation and merchandisers. Worked with SEO and analytics to determine associated revenue.

**February 2004 to Jan 2014****Time Out London and Timeout.com, Shopping & Style editor**

Oversaw a team which included a deputy, staff writers and interns. Edited the popular shopping section of both the magazine and website focusing on trend reports, shop reviews, sales round-ups, new label reviews, and designer interviews with big names like Vivienne Westwood, Gareth Pugh and Isabella Blow. Attended press events, store launches and trade events including London Fashion Week. Built online features such as London's best kids' shops, London's best designer shops and best vintage shops.

**October 2000 to Jan 2004****ES Magazine, Fashion & Beauty writer, ES Shopping editor**

Co-ordinated the fashion and beauty pages and wrote bigger features across the magazine. During my time at ES, as well as attending various glamorous social events, I organised and commissioned five fashion issues and four beauty issues and gained exclusive interviews with Karl Lagerfeld, Alexander McQueen, Phoebe Philo and Stella McCartney and attended international fashion shows in Paris, Milan and New York.

**Feb 1999 to Sept 2000****Vogue, Fashion Writer**

Re-launched the popular Snip section and edited Spy section. Wrote fashion features across the magazine, developed new pages, co-ordinated catwalk supplements and commissioned shoots and articles.

**Extras****April 2018 to current****Blogger, ChicLittleList.com**

I launched this successful blog devoted to travel, style and culture with kids in tow featuring influencers' round-ups of the best places to visit with kids, cultural activities and plenty of fashion and beauty ideas.

**Sept 2010 to July 2011****Children's editor for A-Littlebird.com**

Kids' editor of the esteemed cultural website. My job was to find exciting new children's websites, shops, exhibitions and products.

2009-2014 • External examiner for Epsom College, University of Creative Arts (UCA).

2001-2004 • British Fashion Council committee member vetting designers for London Fashion Week.

2000-2014 • Fashion journalism lecturer for Westminster University, CSM and LCF.

**REFERENCES**

On request.