

# DEREK PHILIP-XU

DIGITAL CONTENT & EDITORIAL PROFESSIONAL

## CONTACT

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## PROFESSIONAL SKILLS

Print and digital content development  
Editorial project management  
Instructional design  
Copywriting & business writing  
Content design  
Market and product research  
Research skills  
HTML & XML  
Author mentoring & management  
UX design and writing  
I can produce accurate and high-quality written content

## SOFTWARE & TOOLS

G Suite  
Office  
Slack  
Smartsheets  
Trello  
Airtable  
Jira  
CAPE content authoring tool  
Avallain  
InDesign

## PERSONAL SKILLS

Reliable and professional  
Organized  
Time management  
Team player  
Highly motivated

## PROFILE

In 2020, I started Refreshing Copy, providing creative digital e-learning content development, copywriting / business writing and professional editorial services to a wide range of clients. I use my over 10 years of global print and digital publishing experience to provide high-quality content that is produced according to specifications and within agreed project timescales.

## EDUCATION

### DIPLOMA IN COPYWRITING

### DIPLOMA IN UX DESIGN AND WRITING

The Blackford Centre | 2020 - 2021

### MASTER OF EDUCATIONAL RESEARCH

University of Exeter | 2013 - 2017

### MASTER OF EDUCATION (APPLIED LINGUISTICS)

The Open University | 2007 - 2009

### BACHELOR OF LAND ECONOMY (HONOURS)

University of Aberdeen | 1991 - 1995

## PUBLISHING EXPERIENCE

### DIGITAL CONTENT, COPYWRITING & EDITORIAL CONSULTANT

Refreshing Copy, Maidenhead, UK | Sep 2020 - Present

- Refreshing Copy is my content design, copywriting and editorial services business based in Maidenhead, Berkshire. I use my over 25 years of business, education and publishing experience to provide content design, e-learning / instructional design, editorial and copywriting consultancy to a wide variety of clients.

### DIGITAL COMMISSIONING EDITOR

Macmillan Education Ltd, London, UK | Oct 2019 - Aug 2021

- From October 2019, I oversaw the development of 4 levels of a new international secondary course with specific responsibility for 3 digital components per level (around 4,400 digital activities). These 4 levels published in September 2020 and a further 2 levels are in development.
- I also worked on the development of a new edition of another international secondary course. I had responsibility for 4 levels (published in September 2020), each with 4 digital components, with a further 3 levels published in August 2021.
- I oversaw the publishing of regular monthly news articles and associated practice activities in the Macmillan English Campus.

### DIGITAL DEVELOPMENT EDITOR & SENIOR DIGITAL DEVELOPMENT EDITOR

Macmillan Education Ltd, London, UK | Jun 2016 - Oct 2019

- I developed and produced digital content for Macmillan Education's digital ELT publishing team across all age groups.
- My focus was on the commissioning and development of content for the Macmillan English Campus, including managing the publishing schedules.
- I regularly briefed authors and freelance editors and provided ongoing support and training as necessary.

## LANGUAGES

### ENGLISH

Native level proficiency

### SCOTS

Native level proficiency

### JAPANESE

Limited working proficiency

### CHINESE

Elementary proficiency

## CONTENT DEVELOPMENT MANAGER

EF Education First, Shanghai, China | Apr 2013 - Apr 2016

- I worked on the development of 3 major products for the 3-6, 10-14 and 14-17 age groups as well as 5 summer courses, collaborating in project conceptualisation, syllabus development, commissioning and focusing on the academic quality of all digital and print materials being developed.
- I managed and developed a team of 4 in-house project writers and 2 development editors.

## DEVELOPMENT EDITOR

EF Education First, Shanghai, China | Apr 2012- Apr 2013

- I assured the academic quality, consistency and appropriacy of textbook products, supplementary materials and online study materials produced for EF students in China, Russia and Indonesia.

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## TEACHING EXPERIENCE

### DIRECTOR OF STUDIES

EF English First, Guangzhou, China | Feb 2010 - Feb 2012

### COORDINATOR OF YOUNG LEARNER PROGRAM

### BUSINESS ENGLISH DEVELOPMENT EDITOR

Talking Point, Madrid, Spain | Jun 2008 - Jan 2010

### SENIOR TEACHER

Shane English School, Saitama, Japan | Apr 2007 - Apr 2008

### ASSISTANT TRAINER & KIDS PROGRAM LEADER

Nova, Hamamatsu, Japan | Apr 2003 - Jun 2006

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## CHARTERED SURVEYING EXPERIENCE

### RESIDENTIAL CHARTERED SURVEYOR

Graham & Sibbald, Aberdeen, UK | Jul 2006 - Apr 2007

### PROPERTY ASSET MANAGER

Scottish Enterprise, Aberdeen, UK | Jul 2006 - Apr 2007

### SENIOR CHARTERED SURVEYOR

Ryden, Aberdeen, UK | Nov 1999 - Dec 2002

### SURVEYOR

Smith Milligan, Aberdeen, UK | Jul 1995 - Nov 1999

- Qualified as a professional member of the Royal Institution of Chartered Surveyors in November 1997.

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## VOLUNTEERING

### CHAIRMAN & SOCIAL MEDIA AND MARKETING COORDINATOR

Maidenhead Athletic Club | Sep 2019 - Present

### PARKRUN VOLUNTEER (RUN REPORT WRITER & MARSHAL)

Maidenhead Parkrun | Aug 2018 - Present

### PUBLICATIONS COMMITTEE MEMBER

International Association of Teachers of English as a Foreign Language (IATEFL) | Apr 2016 - Jun 2018