

Anna Morris

Curriculum Vitae

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Personal Profile

A detail-oriented problem solver with a natural aptitude for systems and technology, I excel at bridging the gap between technical and non-technical stakeholders. My curiosity, attention to detail and engaging demeanour drive my success in analytical roles. Currently seeking opportunities as a QA Analyst, I am passionate about continuous learning and have a long-term goal of transitioning into data science to further enhance my impact and provide for my young family.

Freelance Employment History

Member mobilisation and data management

Labour party (May-June 2024)

- Using phone calls, WhatsApp and email I built, encouraged and organised a team of 150 volunteers
- I made 750 calls and had 100+ whatsapp conversations in 6 weeks. We won by 902 votes

Quality Assurance Analyst

Cogo (Feb 2022-April 2023)

I worked on an R&D app designed to test consumer behaviour change hypotheses. Cogo calculated users' personal carbon footprint using Open Banking and proprietary modelling, then encouraged climate friendly user actions.

- Detailed quality assurance of the app as it was redeveloped from previous use
- Building and testing user journeys for complex scenarios
- Exploring user behaviour using Amplitude, data driven QA and reporting on if the app was meeting aims
- Specified data collection requirements for new features and tested data flow to Amplitude and Metabase
- Data hygiene lead for Amplitude, Equifax data and associated mapping and in the proprietary carbon model
- Specified and set up A/B tests looking for evidence of commercially-useful behaviour change for research team
- Advised the data science and impact teams on the adequacy of data generated by the app carbon model

Website redesign and training

Heritage Trust for the North West (2020-21)

- Built a new wordpress website working to styleguide from their designer
- Trained staff to add content from their archives

Database integration project

Momentum (2020)

- Management of Nationbuilder database with member details, including set up of regional phone lists
- Integrating Nationbuilder with Callhub, the VOIP software used for calling members
- Configured so Callhub VOIP/SMS responses would go back into Nationbuilder and refine the campaign further
- Wrote a 50 page internal software manual with videos, documenting the integration for future use

Project manager, content migration and app quality assurance

Thy Kingdom Come (2018 and 2019)

- Originally hired for content migration to a new Drupal website created by an external company
- The content was translated into 7 languages causing difficulty for all parties, so I took on the additional role of project manager. I liaised between teams, tracked tickets, provided QA and kept the project to schedule
- I restructured and moved 1500 content items, including 300 page translations
- Also bought in to QA their app and subtitle 100+ videos, creating English transcripts and managing translations

Legal archive migration

Archbishops Council (2017-18)

- Moved an archive of 1500 legal documents (dating 2000-2018)
- Wrote and implemented a style guide, fixed html errors and broken links, embedded soundcloud files
- Arranged docs in navigation pages, wrote a meta-tag schema for search and put pages in a menu structure

News archive migration

Archbishop of Canterbury (2018)

- Project managed the transfer of 350+ post news archive (2015-2017) from an old proprietary CMS to Drupal
- Transferred images, re-embed of videos and social media, fixing bad HTML and broken relative links

- Created a new meta-tag schema

Digital audit, rebrand and content strategy

National Estate Churches Network (2018)

- Digital audit and strategy guidance after loss of website, emails and twitter accounts in a historical hack
- Designed new branding and website, plus interactive map, social media, mailchimp and Matomo integrations
- Wrote a content strategy based on re-using past work to improve SEO and visibility

Project manager - legal archive migration to Drupal

Church House Publishing (2017)

- I project managed the creation of an 800 page archive of reference material. Source material was HTML and images extracted from 350 epub. The content included all CofE liturgy.

Community and Marketing Manager

phpList Ltd (01/2014 - 1/2017)

I was the first employee of a growing Open Source start-up and had wide ranging responsibilities

- Strategy for growing and managing the community and regular reports on progress
- I grew active community members from 2,300 to 15,500 and I doubled the social media following
- Provision of community tools e.g. project managing development of a new website
- Day-to-day support of community through social media, blogs, forums, meetings & conferences
- Created the marketing strategy based on my analysis of sales data
- Project managed new corporate website including writing product descriptions, POS
- Created email drip campaigns, digital content, managed product launches/campaigns
- I wrote a 20k word manual about the product and did training and troubleshooting for high-value clients
- Performed quality assurance & bug reporting on the software and wrote release notes
- Responsible for email deliverability & IP address monitoring for the SAAS product

Campaigns Consultant

Open Initiative (10/2013 - 12/2013)

- I conducted research into Open Source communities and built marketing campaigns for a crowdfunding start-up

Free Software Foundation Europe (02/2013 - 10/2013)

- I worked on the Document Freedom Day (DFD) campaign, growing it to 60 events in 30 countries
- I made campaign materials and activities for adults and children, wrote press releases, managed social media

Writing Commissions

OwnCloud Manual, FlossManuals (10/2013 - 01/2014)

- I co-authored a 15,000 word user manual about an open source cloud storage solution.
- Aimed at users with a low level of technical skill, written to be translated into Farsi

KDEnlive manual, EngageMedia Collective (11/2012 - 01/2013)

- I co-authored a 20,000 word manual about video editing with open source software
- The manual was aimed at activists and written for translation into Arabic

Business Owner

Ethical Pets (Sept 2011 - Feb 2024)

I ran a small online shop. We sold and promoted eco-friendly pet products, blending sales with campaigning. I used the project to experiment with Open Source tools and I managed the branding, marketing, product research and tech.

Formal Education

University of Wales, Bangor

Sept 2004 - June 2007

Psychology BSc 2.1 (hons)

St. Mary's 6th Form College, Blackburn

Sept 2001 - June 2003. Head Girl

A levels: English Literature (B) Psychology (B) Politics (D). AS Levels: Sociology (B) Biology (C)

Oak Hill College, Whalley

June 2001 (Prefect)

9 GCSEs including English Lit (A*) English Lang (A) Maths (B) Science (B)

References available on request