**Claudia Leaf**

***Copywriter and Script Writer, Theatre Director and Drama Facilitator, Bid Writer & Fundraiser, Project Manager***

**Curriculum Vitae**

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**Marital Status** Married. Married surname is **Dart**.

**Driving** Own car. Full, clean licence

**Training** Rose Bruford College of Speech and Drama 1973-76

**Qualifications** RBC Diploma in Speech and Drama

**Skills** Scriptwriting, copywriting and article writing to a high standard.

**Person** I am highly motivated and extremely flexible, able to undertake a

**specification** wide range of projects and initiatives, working to a high standard. I am comfortable with tight deadlines and work well under pressure. I am happy working as part of a team but can also work effectively on my own.

**Employment**

**2010 - Present:** **Scene Three Creative**

 **(trading name of Channel Theatre Productions Ltd.**)

 My work for this company (of which I am co-director) includes copywriting, theatre production and working with a range of arts organisations to develop new projects.

 **Regular clients include:**

 **Starberry**. This award-winning London digital agency specialises in property-related clients. I am responsible for writing web copy and creating content in the form of blogs and articles. I also create eye-catching headlines and click-through copy with CTAs. The work I produce must be eye-catching, accurate and delivered to deadline.

 **Discover Magazines**. This magazine publisher produces high quality content for local magazines distributed across the UK. My job is to produce monthly articles on topics related to two specific areas: Life Begins and Quirky Britain. I write under the pseudonym of Kate McLelland for this publisher.

 **People per hour:** I am a member of this freelance job site, working for a variety of commercial clients. I am currently listed as one of the site’s top sellers, with a 99% positive feedback rating.

 **Buxton Opera House:** helping to produce an annual Christmas show for this major heritage venue in the East Midlands. This involves writing press releases, marketing copy and information for public consumption. I also contribute towards writing the script for this successful production, which annually attracts over 20,000 people.

 **Recent clients (2012-2016: most recent first):**

 **Juno Theatre, Salisbury.** I took on the role of Artistic Director for six months to oversee an Arts Council funded project, producing four new plays by women at the Salisbury Arts Centre and directing one play myself.

 **Salisbury Playhouse and Salisbury Cathedral.** I was one of only a few writers selected under Salisbury Playhouse’s Original Drama initiative, which was set up to find promising local writers. In 2015, working with the Playhouse and the Cathedral’s Education Director, I created a series of historical characters and role play scripts which were used in Salisbury Cathedral’s Magna Carta celebrations.

 **Dorset Writers’ Network.** I worked with DWN after the organisation received an Arts Lottery grant to improve its website. The grant also funded a competition for amateur writers who wrote short stories which were then turned into an ebook. My work involved holding community workshops on story writing.

 **DXW:** I was brought in to this highly regarded tech company based near London’s ‘Silicone Roundabout’ to help with final preparations to launch a government website. My work included copywriting, troubleshooting and uploading content and images to the site in time for the official launch.

 **Myrtle Theatre Company** (Bristol). I helped this high profile company re-brand itself and develop an application for an ACE Grants for the Arts award. The company successfully received an award of over £42,000 towards a production at the Tobacco Factory.

**2002-2010 Creative Practitioner and Creative Agent**

 **Employed by Creative Partnerships Kent and Future Creative**

 In this part-time role I worked directly with children and teachers in secondary and primary schools to effect positive change in teaching and learning, working on core curriculum subjects with funding from the UK government. I also collaborated with teaching staff and pupils to design and deliver programmes of work in schools, subsequently writing evaluations that appeared on the Creative Partnerships national website.

 Prior to this appointment I was chosen by CP to direct and write “Waiting 4” – a new play for Year 10 pupils drawn from a number of Thanet schools, which was performed at Margate Theatre Royal. I worked with an artistic team that included international jazz musician Orphy Robinson and The Place choreographer Lia Prentaki to create this innovative theatre production for young people.

**2003 to** **2010** **Outreach Director, Chalkfoot Theatre Arts**

I played a central role in establishing the reputation of this rural touring theatre company, to a point where it was considered one of the most successful theatre companies in south east England. The company, which was regularly funded by Kent County Council and Arts Council England, specialised in taking theatre to non-theatre venues. The company also earned excellent national press reviews for productions at Jermyn Street Theatre in London.

Whilst working for Chalkfoot I directed two open air Shakespeare productions (commissioned by the Marlowe Theatre) at St Augustine’s Abbey in Canterbury. I directed “The Taming of the Shrew” in 2006 and “The Tempest” in 2007.

**October 2008** I was commissioned as a freelance writer/director by the **Theatre Royal Margate.**  Heading a team of three practitioners I worked with a group of NHS-referred young people with backgrounds of mental illness, trauma and abuse. I wrote a script and directed a theatre performance with music that was tailored specifically to the group’s needs and abilities.

**Spring 2008 Mental health innovation project with Centre for Public Innovation and Care Services Improvement Partnership (SE)**While working for Chalkfoot I designed a pilot project for therapists that explored innovative ways of delivering health education to service users. This project was funded as part of an ‘innovators’ initiative, run by CSIP and the Centre for Public Innovations. I was invited to demonstrate the techniques I had developed at a regional conference*.*

**2002-2005** Whilst working for Channel Theatre Company I piloted and developed Family Evening projects in deprived areas of Bexley, Greenwich and Cornwall, working with councils and Primary Care Trusts. During this period I also carried out work funded by Scottish Power Learning, undertaking projects with schools in East Sussex.

**1995-2003** Appointed Associate Director of Channel Theatre Company. During this time I devised and directed a community promenade production of *Romeo and Juliet* at Canterbury Cathedral (the first ever Shakespeare play to be performed there). I went on to write and direct many successful productions for children and young people in schools and theatres.

**1986-1995** Joined Channel Theatre Company’s artistic team as writer/director of schools’ touring productions

**1978-1985**  Freelance actor, writer and director including Theatre in Education, national touring, regional theatre, Royal Court and London Fringe

**1976-78**  Founder member and partner Pumpkin Children’s Theatre Co., London

 **Published Work (under the name “Claudia Leaf”)**

 *Sacrifice* and *Little Girl Lies* - scripts for Vienna’s English Theatre published as tutorial text with German translation notes

 *Radical Will* - play script published by JG Miller in England, Empire Publishing in USA

 *“Theatre Games: introducing Emotional Literacy”*

 Collaborated on video and resource pack for Act-Ed Educational Films

**Full length plays that I have written (both have been performed)**

*The Sea Morgan’s Child* (south east touring)

*Queen Elizabeth’s Elephant* (south east touring)

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| **REFEREE 1** | **REFEREE 2** |
| **Referees: Rachel Sellers, Head of Content at Starberry** [**https://starberry.tv/**](https://starberry.tv/)**Contact:** **rachel@starberry.tv** | **Tania Houston, Discover Magazines** **http://discovermagazines.co.uk/****Contact: tania@discovermagazines.co.uk** |