

Theo Leworthy, MA, FRAS, FRSA

Content Strategist, Editorial Lead & Philosopher

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PROFILE

Senior content strategist and editorial lead with more than 15 years' experience translating complex, research-led subject matter into clear, rigorous and engaging content. MA in Philosophy (Distinction), and experience working with researchers and subject-matter experts across healthcare, law, finance, higher education and AI. Combines editorial judgment, narrative strategy, UX/SEO and tone-of-voice development to make specialist knowledge accessible without sacrificing nuance. Currently contracted by frontier AI labs as an expert writer.

CORE SKILLS

Content strategy · Information architecture · Content modelling & taxonomy · Messaging architecture · Narrative strategy · Editorial leadership & mentoring · Humanities research · Long-form editorial · UX writing · SEO & topic clustering · Tone-of-voice development · Editing & proofreading · LLM evaluation & benchmarking · Research synthesis & conceptual structuring

Tools: Google Analytics 4, Semrush, WordPress, Mailchimp, ClickUp, Asana, Slack, Otter.ai, Google Workspace, Microsoft Office, ChatGPT, Claude

EXPERIENCE

Expert Writer — AI Model Training

Leading AI labs — flagship LLM projects (contract; all work under NDA) | Sep 2025 – Present

- Create professional-quality written content, benchmarks, and evaluation rubrics used to train and measure the writing performance of flagship large language models.
- Evaluate and grade model outputs for accuracy, tone, and editorial quality; produce fine-tuning data to exacting specifications.
- Practical experience maintaining professional editorial standards and human judgment in AI-assisted writing workflows.

B2B Content Lead | Mary (creative agency), Reading, UK | Apr 2024 – May 2026

- Created an outbound email campaign for the European Society of Medicine that tripled response rates and increased submissions to its journal, Medical Research Archives.
- Developed SEO content strategy, topic clusters and content models for Blanchards Law; interviewed subject-matter experts and structured long-form UX/SEO content around audience needs. Organic leads increased 220%, generating 2,000+ additional monthly visits and #1 Google rankings for key industry terms.
- Led content and campaign strategy for Harper Adams University over 16 months (£165k ad spend and 3,800 conversions in the last 12 months) filling course places at an estimated £407 per accepted student, well under the university's £500–600 target and against £9,000+ in annual fees per student.
- Developed fresh messaging framework and hierarchy for Ark Teacher Training, one of the UK's highest-rated teacher training providers; content modelling for website rebrand.

"Perhaps most special of all, however, is Theo's capacity for ingesting information. This, along with his natural curiosity, has allowed him to work with all manner of clients, including some of a highly technical nature." -- Dan Holt, Managing Director, Mary

Head of Content | Worthy Creative, Guernsey | Jan 2021 – Apr 2024

- Created London Flower School's tone of voice guidelines and website content model, and wrote all web copy; ongoing SEO strategy secured first-page Google rankings for key industry terms.
- Developed Entrust's tone of voice, content structure and website copy (contracted by Hive Design), establishing it as a prestigious financial brand for high-end clients.

Senior Copywriter | Kiss Design, Birmingham | Jan 2017 – Dec 2020

- Created editorial guidelines for Baxi Heating's internal magazines and newsletters, connecting a workforce of 6,500+; collaborated on multiple internal brands, including pension and annual-strategy identities.

- Wrote and managed newsletters for Kilby Fox, David Lee Solicitors, and Baxi Heating. Beat industry average metrics (open rate, click-through) consistently across all three.

Creative Content Manager | Dominion Fund Management, Guernsey | Jul 2014 – Dec 2016

- Authored hundreds of articles on fund investments, translating complex financial subjects for professional audiences, which were localised into multiple languages and syndicated to IFAs worldwide.
- Managed the firm's investor newsletter, consistently outperforming industry benchmarks for open and click-through rates.

Copywriter | Specsavers Creative, Guernsey | Jan 2010 – Jul 2014

- Produced nationally award-winning radio scripts for Specsavers and charity partners, including Women's Refuge and Guernsey Literary Festival.
- Co-wrote the 2013 Scandinavian TV campaign and oversaw the shoot in Copenhagen.

EDUCATION

MA, Philosophy (Distinction) | Staffordshire University | 2017 – 2019

Dissertation: In Search of Michel Serres' New Prince

Supervisor: Prof. David Webb

BA (Hons), Philosophy and Religious Studies, Minor in Creative Writing

Lancaster University | 2002 – 2005

SELECT PUBLICATIONS & RESEARCH

Academic

- *"Who Crowns the King with no Kingdom: Examining the Procedures by Which Non-Reigning Monarchs Are Deemed Legitimate or Illegitimate in Europe."* La Razón histórica: Revista Hispanoamericana de Historia de las Ideas Políticas y Sociales, no. 50 (2021), pp. 111–135.
- *"Foucault, Facebook, and Fake News: Understanding Social Media as a Disruptor of Truth Regimes."* Working paper.

Articles

- *"Book Review: Predicting the Next President: The Keys to the White House."* Online: LessWrong.com, 2021
- *"Nourished by the Sea"* Online: Hakai Magazine (coastal science and societies), December 2015

Fiction

- *"The Third-Party Man."* A Flash of Silver-Green: Stories of The Nature of Cities, ed. David Maddox, Curtis Walker and Malerie Lovejoy, Publication Studio Guelph (2019).
- *"Prey."* (With art by Mikal Dyas). ZONE 1: The Guernsey Comic Book Anthology, Black Moor Press (2017).

CERTIFICATIONS & CONTINUING EDUCATION

- Diploma, Financial Markets and Asset Management (Distinction) — Universidad Isabel I, Burgos, 2024
- Diploma, International Trade (Distinction) — Universidad Isabel I, Burgos, 2023
- Google Analytics 4 (GA4) Essential Training — LinkedIn Learning, 2023
- Marketing Tools: Digital Marketing Tools and Services — LinkedIn Learning, 2023
- Art Direction for Advertising Creatives — D&AD, 2013
- Creative Copywriting: The Fundamentals — D&AD, 2012

AWARDS & FELLOWSHIPS

- Campaign Big Awards: Silver
- Roses Creative Awards: Gold, Silver, and Bronze
- CREAM Creative Awards: Chairman's Award, Gold, Silver, and Bronze
- Fellow, Royal Society of Arts (FRSA) -- elected 2016
- Fellow, Royal Asiatic Society of Great Britain and Ireland -- elected 2019

CIVIC & VOLUNTARY APPOINTMENTS

- Deputy Speaker, Chief Pleas of Sark (the Island's parliament)
- Deputy Chairman, The Commonwealth Parliamentary Association, Sark Branch

- Road Traffic Tribunal Judge, Island of Sark (formerly, Jan 2024 -- Apr 2026)
- Board Member, Epilepsy Guernsey (formerly, Jan 2016 -- Dec 2018)