

Jackie Shinwell
Curriculum Vitae

An enthusiastic, highly motivated PHD Research Student and recipient, twice, of an award for best student performance across Northumbria University's School of Life Sciences Biology, Nutrition and Food Science faculty. As an undergraduate student, was an active volunteer who sought opportunities to participate in activities that enable nutrition principles and taught subjects to be translated and applied to real life situations. Voluntary positions include Diabetes UK Risk Assessor, cooking assistant at Eat for Life initiative and research assistant.

SKILLS

Research

January 2016 – to date

- **Phd Studentship**

As a PhD student supervised by Professor Greta Defeyter, I am conducting primary research to evaluate the provision of holiday clubs with food on the educational, well being, health and economic outcomes.

June 2013-Sept 2013

- **Research assistant – Investigation of nutritional content of food provided to nursery school aged children**

As a research assistant to Dr Julie Young (internship), it was essential that I was able to manage my time effectively and apply attention to detail in undertaking nutritional analysis of nursery school food plans to investigate the effectiveness of training in nutritional awareness of new regulations on food provided to nursery school aged children.

June 2012 – September 2012

- Research assistant - Investigation into the benefits of selenium supplementation to anorexia nervosa sufferers.

As research assistant to Dr Julie Young (internship), it was essential that I was able to manage and plan my time and the use of resources effectively as the experiments I was conducting required the development and use of cell culture techniques including growing cells from storage in liquid nitrogen to a stage where they could be damaged with different strengths of H₂O₂ and then treat with different levels of selenium to ascertain which levels conferred protective effects against free radical damage.

Communicating Science

March 2013

- Risk Assessor - Diabetes UK

Undertaking training with Diabetes UK to enable me to working with members of the public to explain the risks of developing Type II Diabetes and perform personal risk assessments and sign post individuals to seek medical help if appropriate.

February 2013

- STEM Ambassador and Volunteer – Full of Beans, Centre for Life, Newcastle Upon Tyne

Communication with members of the public aiming to highlight and raise awareness of healthy living and lifestyle.

August 2012

- Volunteer - Blue Peter Science Festival – worked as a volunteer as part of the Blue Peter Science Festival that accompanied the Olympic Torch on its tour of the country during the summer of 2012. This presented an ideal opportunity to communicate science with children of all ages and adults on the benefits of a healthy and nutritious breakfast at the start of the day.

March 2012-May 2012

- Volunteer cooking assistant - East End Health 'Eat for life' initiative

This initiative combined presenting information on healthy living and lifestyles with developing cooking skills. Assisted in preparation of food and cooking demonstrations and developed excellent communication skills in presenting complex information in an easily understood way to participants on the course.

Initiative

June 2012 – August 2012

- Work shadowing opportunity – South Tyneside NHS Healthy Living and Lifestyle course.

As I was keen to get experience in an environment where nutritionists are working with members of the public, I used my initiative to identify an opportunity and contacted the South Tyneside Healthy Lifestyle

initiative and requested an opportunity to shadow a member of staff delivering a service to customers in a group counselling session. This was an excellent opportunity to see behaviour change theory in practice as well as communicating complex dietary information in a easily understood format. I was also able to observe one-to one counselling/advice sessions.

Leadership

November 2005 – March 2012

- Senior Account Manager – COI Communications
As a senior account manager with COI Communications, I managed a team that was co-located in the North East and Scotland. At the same time I developed and lead on the implementation of PR campaigns on behalf of a number of prestigious clients including the Health and Safety Executive, Student Loans Company, Department for Communities and Local Government and Home Office.

Creativity

November 2005 – March 2012

- Senior Account Manager – COI Communications
Developed and delivered creative PR strategies for clients both at a regional and national level. Initiatives included the NHS North of Tyne Sub 21 award winning campaign aimed at influencing behaviour change amongst young people and their relationship with alcohol. PR opportunities included creating a “Come dine with me” type package for regional news.

EMPLOYMENT HISTORY

November 2005 – March 2012

- Senior Account Manager – COI News and PR North East and Scotland
Developed and delivered PR campaigns across the country for high profile Government Departments; Media handling of high profile VIP visits including Royal Family, Prime Ministerial and Government Ministers. Managed a team located in the North East and Scotland; Campaign budget responsibility.

July 2002 - November 2005

- Regional Press Officer – Department for Work and Pensions – North East Region
Develop and deliver pro-active media communications strategies in the region.

July 2000 – July 2002

- Information Officer – Central Office of Information
Provided a pro-active press office service for a number of Government Departments and Agencies; Provided a reactive press office function for clients.

April 1999-July 2000

- Festival Advisor – New Millennium Experience Company (i.e. the Dome)
Developed and delivered a media strategy for the North East Millennium Festival and Millennium Festival Awards for All lottery schemes in the North East.

July 1984- April 1999

- Committee Services Manager and Policy Officer – South Tyneside MBC, Stockton BC and North East Assembly
Research, prepare and present reports to committee on a range of social policy issues; Managing a series of committee programmes within local authorities.

QUALIFICATIONS and TRAINING

Qualifications

BSC First Class (Hons) Human Nutrition

HEFC qualification – Distinctions

Open University - Professional Certificate in Management

Institute of Chartered Secretaries and

Administrators (Company Secretary Qualification)