



Liz Drury - Freelance Voiceover Artist, Podcast Host, Networker and Speaker

Bio for consideration for.... Expert Comment * Radio Interviews * Case Study Features * Guest Blogs *Top Tips *Q&As

Liz Drury is a freelance voiceover artist based in North Lincolnshire and working from a broadcast quality home studio for clients around the world. She started her business from a wardrobe in the USA, and now works across several voiceover genres including commercials, corporate narration, explainer videos, telephony, and audio tours, but in recent years she has been most in demand to narrate e-learning modules for online courses.

Some of the well-known companies and institutions that have used Liz's voice include Hilton, JCB, Booking dot com, Bulgari, Nestlé, Danone, Barnados and the Church of England.

Liz is also the host of the 'Small Business Big Network' podcast which climbed to number 5 in the Apple charts for marketing podcasts. This podcast is for small business owners who want to get more from their networking and has been running weekly since the beginning of 2021.

In 2017 Liz Drury Voiceovers was named as one of the 'Small Business 100' by the team behind Small Business Saturday. This led to an invitation to 10 Downing Street and plenty of press interest!

In 2021 Liz was named as one of that year's one hundred #also female entrepreneurs – one hundred inspirational women who *also* do lots of other things beside running a successful business. This time she was invited to a reception at The House of Lords.

Liz's business has also been shortlisted or runner up in numerous other voiceover and business awards including the One Voice Awards, the Best Businesswomen Awards, and the Rural Awards to name a few.

Photos



Specialisms to comment on:

Voiceover; Starting a career abroad; Changing career at the age of 40; Networking; Creating a great voicemail greeting; Working from home; E-learning narration

Story

Liz's story begins back in the late 1990's when she was a PhD student at the university of Bradford. She was studying Archaeological Science and looking at the chemical composition of tars and resins that had been used as glues and waterproofing agents in the Mesolithic period (middle stone age). Among the artefacts she analysed were lumps of tar with human tooth impressions that had been dubbed 'pre-historic chewing gum'. Liz wrote an article about this for the magazine *British Archaeology* and the popular press got hold of the story. Her work was reported on the front pages of *The Times*, *The Telegraph*, *The Observer*, *The Daily Mirror* and *The Daily Mail*, and for about two weeks she was in continual demand for radio interviews. She appeared on Radio 1, Radio 4, Radio 5 Live and countless regional stations (even one in South Africa). She also had the honour of being the first person from the university to appear in the Chinese press! Her work was even reported in the world's best known scientific journal, *Nature*, and she was asked to be their informal correspondent in Archaeology for the next year or so.

During this crazy time Liz spent a number of hours in the University PR department where they had a small recording studio that could connect to the radio stations. This was her first experience behind a microphone, and she knew she didn't want it to be her last.

After completing her PhD, Liz moved with her husband to North Lincolnshire where he had just landed a job. After a few weeks she began volunteering at the local cable TV station, Channel Seven, and a couple of months later she was offered a job. For the next three years Liz worked as a TV presenter on both live and pre-recorded programmes, and crucially she also got her first taste of voiceover, as she recorded adverts, programme links and documentaries that were broadcast on the channel – she even read the news a few times.

Liz left Channel Seven to start a family and while she was off the Channel was sold to a local further education college as a training ground for their broadcast journalism students. Liz found herself working instead at a 6th form college making links with local businesses, organising conferences and generally developing her networking skills.

At the end of 2011 Liz's husband was asked to go and work in the USA for a couple of years so they moved the family out to Baltimore. While her husband was at work and her kids at school, Liz had the opportunity to undertake some training. She enrolled at the Community College of Baltimore County (CCBC) where she took courses in acting and singing. She then saw an evening class advertised that was entitled 'Acting for the Camera' and she decided it would be fun to get back in front of a camera again. Only four people enrolled, so the tutor said she would tailor the course to whatever the students wanted to do, and Liz expressed an interest in voiceover. Fortunately, the tutor (actress Connie Bowman) had experience of this and was able to point Liz in the right direction. In fact, Liz's first studio recording since the days of Channel Seven was thanks to an introduction by Connie.

After a few months Liz realised she would only get more work, and good quality work, if she had a voiceover showreel to showcase her voice, so she did some research as to who could help with this. She came across Edge Studio, who as well as being an audio production house, also train voiceover artists. They are based in New York but had a satellite studio in Washington DC

which was a 40-minute drive away. Liz signed up with Edge and trained with them for the next few months before recording her first professional voiceover demos.

In America Liz was working from a large walk-in wardrobe in her house, but when she moved back to the UK in the summer of 2014, she invested in her broadcast quality recording booth which she installed in her home office.

Since then, Liz has voiced projects for numerous clients around the world, from small local firms to multinational companies and everything in between.

In January 2021 Liz launched the 'Small Business Big Network' podcast which soared to number 5 in the Apple charts for marketing podcasts. Every week she interviews a small business owner who is using networking effectively to grow, and they share their stories and tips for successful networking.

Liz has been asked to speak several times on topics such as networking; applying for funding as a small business; and marketing and communication, at various conferences including the One Voice Conference, the Voiceover Network's annual conference, VOAtlanta (the largest voiceover conference in the world), Learning Technologies at the London ExCel, and others. In addition, she has given numerous talks to 6th form college students and degree level students about the world of voiceover.

Liz likes to give back to the voiceover community as much as she can, and to this end she periodically runs free marketing webinars with experts on topics such as SEO, Google My Business, and Pinterest, for her peers. She also runs an in-person meet up in Hull for people in the audio industry.

During the lockdown of 2020, Liz created an online course about networking (Business Networking Knowhow) which she offered to other people in the voiceover industry. It was well-received and so the following year this was opened up to a wider audience of creative people.

In 2020 Liz was approached to be a judge for the Audio Production Awards and following on from this she was asked to be a judge for the ARIAS (Audio and Radio Industry Awards – formerly the Sony's). She is now into her third year of sitting on these judging panels, which she finds to be fascinating and rewarding, if a lot of work!

Services

Liz works with clients across the world on varied projects including:

- Commercials for TV, radio and Internet
- Corporate videos for websites, exhibitions, presentations/pitches and social media
- Animated explainer videos
- Health and safety videos
- Narration for E-learning courses
- Audio tours for museums/galleries and guided walks around historic places
- Voicemail greetings, on-hold messages, and prompts for phone systems
- 'Voice of God' announcements for events

As well as recording the audio, Liz can also edit it so that it's ready to use. If required she can source background music or sound effects as well.

For the voiceover/wider creative industry Liz organises meet ups, and webinars on useful topics.

Liz runs the 'Business Networking Knowhow' course for creatives. This course takes students from knowing nothing about networking, to being able to network confidently for their business.

Every week Liz hosts an episode of the 'Small Business Big Network' podcast which is for small business owners who want to get more from their networking.

Liz also speaks on the topics of networking, voiceover and finding funding for a small business.

Qualifications and awards

- BSc Hons in Natural Sciences, University of Durham
- MA in Scientific Methods in Archaeology, University of Bradford
- PhD in Archaeological Science, University of Bradford
- Acting 111 and Acting 112, Community College of Baltimore County
- One of the Small Business 100 in 2017
- Runner up, Chamber of Commerce new business award 2017
- Work Wise Women Award 2018
- Shortlisted for Micro Business of the Year, Lincs Tech & Innovation Awards 2019
- Shortlisted for 3 Rural Business Awards 2019
- Finalist in the Lincs Business Awards 2019
- Runner up Micro Business of the Year, Lincs Tech & Innovation Awards 2020
- Shortlisted for Lincs International Business of the year 2020
- Geoff Cotton Award for helping others in the VO industry 2020
- One of 2021's 100 #also female entrepreneurs
- Finalist in the UK Small Awards 2021
- UK Enterprise Awards, Excellence Award for Business Resilience 2021
- Finalist Midlands Rural Business Awards 2021
- Finalist in the Lincs Business Awards 2022
- One Voice Awards finalist 2018, 2019, 2021 and 2022
- Silver Award Winner, Best Business Women's Awards 2022
- Finalist in the Lincolnshire Enterprise Awards, International Business 2022

Testimonials

"Would I recommend Lizof course I would and you'd be a fool not to use her. "

Richard Godley, East Peak

"I'd been waiting to appoint Liz for some time and knew that when the opportunity arose Liz would react accordingly. From the outset, the job couldn't have gone any smoother. Liz's understanding of the brief and knowing what we wanted to achieve from the read made for a successful outcome. Thank you"

Andy Green, Leagus

"I managed several audio productions with Liz as a voiceover artist during the past year and it was always great to have her in the team! I always enjoyed working with Liz, she's a great voice actor and her work is of consistent high quality! She is a very friendly and patient person and a true professional and thus I highly recommend her!"

Phillip Hoffheinz

Featured in

Lincolnshire Life magazine, Good Housekeeping, Woman's Own, Business Works magazine, BBC Radio Lincolnshire, BBC Radio Humberside, Grimsby Telegraph, Northampton Chronicle & Echo, British Archaeology, Nature, Take the Leap podcast with Colleen Biggs, LinkedIn with Louise podcast with Louise Brogan, Let's Talk Small Business podcast with Simon Cox, The Tingle Zone podcast with Andrew Miller, Make it Click podcast with Christine Rothdeutsch, The Business Awards Show podcast with Debbie Gilbert.

More info

www.lizdrury.co.uk

www.businessnetworkingknowhow.com

www.linkedin.com/in/lizdruryvoiceovers

www.facebook.com/liz.drury.voiceovers

www.instagram.com/lizdruryVO

www.twitter.com/lizdruryVO

<https://www.youtube.com/lizdruryvoiceovers>

<https://podcasts.apple.com/gb/podcast/small-business-big-network/id1551464484>

For media enquiries, to arrange interviews, or request comment please contact:

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