





-  Ludlow, Shropshire
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about me

I am a confident and creative individual looking for the next challenge in my career. Relishing new and exciting opportunities, I have turned my hand to editing, writing and marketing roles over the course of my career so far, taking a broader interest in creating a range of content for both digital and print. Outside of work I enjoy learning Spanish, crocheting, writing reviews for online magazine On:Yorkshire and walking my Jack Russell, Loki.

education

BA Hons Photojournalism – First Class Honours
Staffordshire University
2010 - 2013

A-levels

**Media Studies (A),
English Language and Literature (B),
Photography (C),
AS Sociology (A)**
Ludlow College, Shropshire
2007 - 2009

GCSEs

10 A*-C
Ludlow School, Shropshire
2002 - 2007

references

Zoe Ashbridge
Freelance marketer and content strategist
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Jonathan Pritchard
Digital editor
Yorkshire Post
07557 504417
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Ceri Saunders

experience

Production journalist – PA Media (October 2016 - present)

- Sub-editing and rewriting copy across a number of national news and magazine titles
- Managing the production of a 72-page monthly national newspaper, continually liaising with editors and contributors regarding content, layout, and advertising
- Designing news and feature pages across a number of regional and national newspaper titles, including The Daily Telegraph, Daily Express, London Evening Standard, Irish Examiner and regional Reach titles
- Continually maintaining a high standard of work against tight deadlines
- Assigning work to colleagues across the desk as necessary

Marketing assistant – Ludlow Food Centre (September 2015 - October 2016)

- Reporting to the MD and working alongside senior management to implement and fulfil any marketing strategy
- Writing articles and press releases for local and national media outlets
- Designing and writing copy for quarterly printed newsletters, a monthly e-newsletter and various websites
- Acting as in-house photographer
- Maintaining a sound knowledge of products and production processes across all aspects of the business
- Managing and scheduling social media platforms across the business
- Managing a calendar of scheduled PR and marketing activity
- Creating promotional in-store material and video packages
- Liaising with designers and printers to produce banners and larger displays
- Acting as the face of the business, regularly speaking to the media and representing the company at industry events, including at the Houses of Parliament
- Utilising sales data to respond to customer habits and needs
- Managing a loyalty card and store voucher system
- Working alongside production staff to market and showcase new products

Trainee sub-editor and page designer – Express & Star (August 2013 - January 2015)

- Editing copy in a fast-paced, deadline-driven environment
- Writing features for the paper's Weekend and Woman supplements, including food, travel, music and TV reviews as well as lifestyle, fashion and opinion pieces
- Providing photography for news, reviews and feature articles
- Contributing news and feature ideas alongside the editor and news editors, often being called upon to generate artwork and written content for various sections of the company's portfolio, including a weekly supplement and entertainment website

Reporter/photographer [work experience] – Shropshire Star (June 2013)

- Working alongside reporters and editors to write various stories
- Showing initiative in following up both written and photographic briefs
- Shooting a range of photographs, including front-page images and feature-style photography for inside pages

Photographer [work experience] – Birmingham Post and Mail (June - July 2011)

- Working independently to cover news, events and feature in and around Birmingham. I was commended by the picture editor for my thorough and professional approach

expertise



Alongside a sound knowledge of core Adobe applications, I am a competent user of Apple and Microsoft software, possess touch-typing skills and have a thorough working knowledge of SLR cameras and equipment. I continually exercise communication skills via phone, email, Skype and Microsoft Teams. I am familiar with building websites using the Wordpress CMS and use MailChimp to design and schedule e-newsletters.