

**PERSONAL SUMMARY:** *I am a skilled and confident media professional, proven to thrive in fast paced creative environments across the globe. My skills range from visual news package creation, broadcast research, copywriting and content production in house to client communications and media management. I also have experience co-ordinating, producing and promoting content and events across social, digital and TV for a range of media brands. I am seeking challenging and dynamic work in broadcast and TV Journalism, research and production.*

## EMPLOYMENT AND EXPERIENCE

### *May 2020-present • Freelance media, marketing and communications consultant • Freelance*

Whilst studying for my TV Journalism masters at City University I have taken on freelance journalism, PR and marketing positions with charities and household consumer brands to advise them in marketing and media strategy and copywriting.

### *Feb 2019 – present • PR, Marketing and Communications Manager • London in the Sky (London pop up event)*

Heading up the publicity and communications strategy for the summer pop up event; appointed and worked with an external PR agency for launch and press moments. Responsible for media planning and buying strategy and managing large budgets; including digital marketing (social, biddable and PPC), OOH, print and creative content. Sourced and co-ordinated all live TV shoots (eg. This morning and The Apprentice) and managed brand partnerships. Involved in logistics and event production.

### *Feb 2019 - Feb 2020 • PR and Partnerships Executive • Square Up Media (Foodism, Escapism, Square Mile and Hedge Magazines)*

Accountable for the co-ordination of internal and external creative assets and digital content, PR and partnership campaigns and running press offices across all magazine brands in the portfolio. Organised and ran in house and client events from launches to reader events and assisted with production of in house broadcast shoots and client studio shoots. Coordinated publicity strategy and produced awards and events eg. London's inaugural Japan Week, The Foodism 100 Awards and The Square Mile Watch Awards; maintaining press relationships, organising newsworthy stunts and press 'moments', writing and selling in releases.

### *Nov 2018 - Feb 2019 • PR and Influencer Campaign Manager • Crowd Media Amsterdam*

Co-ordinated digital campaigns and budgets across a number of platforms with influencers from the UK market in Amsterdam.

### *Sept 2018 - Nov 2018 • Content Intern • Original Travel*

Assisted with planning, writing and image curation for press releases and the 2019 editorial luxury travel brochure. Also learned basic understanding of HTML code for upkeeping the content management system, researched and wrote SEO and web copy.

### *Aug 2018 - Sept 2018 • PR Intern • Launch PR Agency*

Pitched, sold in and won coverage, wrote press releases, researched for future campaigns, admin assist (BP, Ebay and Legoland).

### *Sept 2017- June 2018 • Editor in chief • Floreat Castellum Magazine*

Managed Durham's University College publication, from content creation, copywriting, and editing, to print and distribution.

### *Aug 2016 - Dec 2016 • Shoot Co-ordinator and Social Media Executive • Artmix Melbourne*

Responsible for the Revlon Professional Australia account; managing brand activations, copywriting and digital content curation.

### *June 2016 • Marketing Intern • World Wildlife Fund (WWF)*

Worked on the Earth Hour campaign, wrote EDM's, researched demographics and helped to publicise the event.

### *Sept 2015- Sept 2016 • Student Journalist • The Tab Durham*

Used WordPress to write news, opinion and Vox-Pop articles for the most popular student news outlet at Durham University.

### *Sept 2014- June 2016 • Senior Events Co-ordinator • Durham University*

Organized Durham University events and managed events teams (with up to £100,000 budget and featured in Tatler magazine).

### *July 2014 • Work Experience • British Airways*

Heritage curating assistant in the British Airways Museum.

### *July 2013 • Production Assistant • Red Bee Media for Channel 4*

Runner and production assistant for Channel 4 commissioned productions.

### *2002-present • Supporting Artist • Maddog 2020, Universal Extras, Casting Collective*

Supporting artist on various TV, film and advertisement productions

## EDUCATION

### *City University MA Degree: Television Journalism • 2020-2021*

### *Durham University BA Degree: History with Year Abroad • 2014-2018*

Achieved grade: Upper 2:1 (69%) • Extra electives: Philosophy and History of Art • Castle Community Action Homelessness volunteer • Erasmus and International Society Representative

### *University of Melbourne: BA Arts for 3<sup>rd</sup> year exchange • 2016-17*

Achieved grade: H2a • Extra electives: Viticulture and Wine Making

### *Gordon's School, Surrey*

*A Levels • 2012-2014:* 1 A\*(History), 2 A (English and Geography), 1As (Biology)

*GCSEs • 2012-2014:* 7 A\*, 4 A • Duke of Edinburgh Gold, Silver and Bronze • House Captain • Senior prefect • CCF (RAF) • Geography School prize