



# CHLOE MARTIN

PUBLISHING EXECUTIVE

PORTFOLIO: [WWW.CHLOEMARTIN1909.JOURNOPORTFOLIO.COM](http://WWW.CHLOEMARTIN1909.JOURNOPORTFOLIO.COM)

## ABOUT ME

I am a Publishing Executive currently working in Peterborough and have worked in the publishing industry for five years. I am currently editing and designing four regions of Primary Times magazine, seven issues a year. I have past experience in writing for various mediums including print, digital and TV.

## SKILLS

- Editing
- Proofreading
- Writing
- Adobe Creative Suite
- Layouting
- Deadline driven
- Brand guidelines
- Communication
- CRM/CMS
- Print and digital knowledge

## CONTACT

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## EDUCATION

### SHEFFIELD HALLAM UNIVERSITY

2012 - 2015 | English BA 2:1

### THE VOYAGER SCHOOL SIXTH FORM

2010 - 2012 | ENGLISH LIT (C) MEDIA (A)  
SOCIOLOGY (B) GEOGRAPHY (C)

## EXPERIENCE

### SCHOOLS PUBLISHING LTD

PUBLISHING EXECUTIVE

September 2019 - Present

- Editing and designing four regions of Primary Times magazine, seven times a year.
- Writing and researching compelling news and events articles
- Writing and researching national articles that are published in all 52 regions
- Writing content for the website and ensuring all information is up to date
- Managing all social media accounts including facebook, twitter and instagram to increase brand awareness
- Communicating with local businesses and charities to explain how we can help them
- Extensive knowledge of Adobe Creative Suite, actively using Indesign and Photoshop on a daily basis
- Designing clients adverts if they are not able (Lincoln Cathedral, Nene Valley Railway, Kumon, to name a few)
- Proofreading the magazine thoroughly to ensure there are no errors
- Creating flatplans for the magazine, enabling for easy reading and flow
- Managing conflicting deadlines and ensuring the print schedule is adhered to
- Organising the distribution of all magazines to make sure it gets sent to the correct schools

## EXPERIENCE

### **BAUER MEDIA**

#### **ADVERTISING PRODUCTION**

*September 2016 - September 2019*

- Chasing artwork from advertisers and helping them in the design process
- Proofreading adverts and ensuring they meet the ASA guidelines
- Designing pages on Indesign to ensure they are appealing and placed properly on the page
- I worked on national titles including, Heat, Closer, Grazia, Modern Gardens, Practical Photography and many more
- Adhering to the print schedule and sending the magazines to print efficiently

### **CREATE AND CRAFT TV**

#### **Copywriter/I-Cards**

*July 2015 - September 2016*

- Writing compelling information about the products for the presenters and whole business to use
- Creating unique selling points for the products
- Proofreading and checking all products and information to ensure it adheres to regulations and accuracy
- Working to tight deadlines and providing a fast turnaround for live TV

### **BOOTS**

#### **CUSTOMER/HEALTHCARE ASSISTANT**

*November 2010 - May 2015*

- Dealing with customers requests and needs
- Working on the healthcare counter, advising customers on medication
- Merchandising and stock control
- Hitting individual targets set by management
- High level of customer experience expectations

## VOLUNTARY AND INTERNSHIPS

### **AT A LOSS BEREAVEMENT CHARITY**

#### **MEDIA ASSISTANT VOLUNTEER**

- Talking to recently bereaved people about their experience and interviewing them to ensure their story is told
- Writing press releases to send out to the media of newsworthy updates about the charity
- Adhering to AT A LOSS policy and guidelines when creating articles for the press and website

### **EXPOSED MAGAZINE**

#### **EDITORIAL ASSISTANT INTERNSHIP**

- Writing feature articles about a variety of topics including theatres, arts, music, education and events
- Interviewing local Sheffield businesses and people and writing up the article for print and online
- Using an SLR camera to photograph relevant images for the magazine
- Updating social media sites and websites

### **LETS BUY BRITISH**

#### **WRITER VOLUNTEER**

- Getting in touch with British brands to feature them on the website
- Writing for Lets Buy British blog and website, ensuring SEO is met
- Researching new ideas and concepts to write about

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**REFERENCES AVAILABLE ON REQUEST**