

LAUREN KENNEDY

MEDIA AND PR EXECUTIVE

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PROFILE

I'm an accomplished and resilient multimedia journalist with over a decade of published work. I specialise in multiplatform content creation and investigative news. I am passionate about lifestyle and entertainment, current affairs, breaking news and human interest stories. I am currently studying for my Certificate in PR at Oxford College of Marketing and looking to transfer the skills and contacts I have gathered during my career as a journalist into a new venture into Public Relations. I have recently become a member of CIPR.

WORK EXPERIENCE

NEWS AND FEATURES REPORTER

North News and Pictures

October 2020 - September 2023

- Duties involve sourcing and writing content for the national press on topics such as news, human interest, investigative, real life, politics, democracy, court reporting (magistrates and crown) and PR campaigns.
 - Dealing with ordered jobs from the national newspapers and ensuring breaking news is acted upon immediately.
 - Securing strong exclusive stories, and pitching them to national media.
 - Working to tight deadlines in a high-pressured environment whilst maintaining quality content.
 - Writing copy for a number of high profile corporate clients and utilising the strong relationships the agency has with a wide range of media to secure national and local coverage
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EDUCATION

University of Sunderland

2015-2019

B.A. Journalism (First Class Honours)

CERTIFICATIONS

- PR Professional Certificate -
Oxford College of Marketing(2024)
- NCTJ Portfolio
- BA Language Flag Award in
German

SKILLS

- Multimedia Journalism
- Copywriting
- Media Relations
- Feature Writing
- Video Production
- Podcasting
- Excellent Communication Skill
- Excellent Time Management
- Investigative Journalism
- Media monitoring
- Researcher