

# - SARA HERITAGE -

Gaming Journalist // Video Producer

## PROFILE

An ambitious, multi-award-winning video and web gaming journalist with highly recognised skill in content production.

Strong literacy skills allow for ease of communication and perception in written documents, and an understanding of critical thinking encourages logic and analysis to quickly identify the strengths and weaknesses of different approaches.

Still hold the Top 50 World Record in Mario Kart Wii for Maple Treeway.

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VIDEO SHOWREEL

WRITING PORTFOLIO



## EDUCATION

First Class Honours Degree in  
TV and Radio Production  
University of Salford, 2019

Wordpress SEO Trained  
Google, 2020

First Aid Qualification  
Reaseheath College  
2017

## SKILLS

10+ YEARS EXPERIENCE IN  
ADOBE CREATIVE SUITE

EXPERIENCED IN USING  
WORDPRESS AND SEO

ADAPTABLE WRITING STYLE

SOCIAL MEDIA MANAGEMENT  
ALL MAINSTREAM PLATFORMS

## AWARDS

'FOCUS ON FACTUAL' BEST ULTRA-SHORT  
DOCUMENTARY DIRECTOR (2019)

HOME BEST SHORT-FORM CONTENT PRODUCER  
NORTH-WEST (2018)

UOS "BEST CAMERA AND LIGHTING" (2018)

UOS "HIGHLY COMMENDED" DOCUMENTARY (2018)

BAFTA CERTIFIED ALBERT GOGREEN AWARD (2017)

SILVER AWARD NANTWICH FILM FESTIVAL (2016)

CHESHIRE GOLDEN RADIO AWARD (2016)

FA JUNIORS LEADERS AWARD (2015)

## CAREER

### JOURNALIST // SOCIAL MEDIA EXECUTIVE

- Headhunted to help set up the UK's first Gen Z, social first news platform "This Matters"
- Responsible for writing gaming reviews and breaking news for GameByte
- Broke the Top 10 United Kingdom engagement charts for news outlets in first week of operation
- Use journalistic understanding to source and script videos best suited to target audience
- Use graphic design skills to create templates to assist Editorial reach for GameByte
- Write daily news articles for FragHero brand
- Appear on camera for Triple A video reviews such as F1 2020 and The Last Of Us: Part II

SOCIAL CHAIN

MANCHESTER

2019 -  
PRESENT

### GAMING JOURNALIST // THE GAMER & GAMERANT

- Write a number of listicles for Valnet brands
- Pitch and write topics to Content Managers based off social media trends and research
- Work on SEO to consistently appear high on search engines
- Create high quality graphics using Adobe Photoshop to enhance production values of my articles

VALNET

CANADA

2020 -  
PRESENT

## SOCIAL MEDIA PRODUCER // SENIOR STREET TEAM

- Produced and filmed live broadcasts at the Manchester Cash For Kid's warehouse to document interviews with celebrities and volunteers
- Created social-first content to accompany live broadcasts
- Produced/directed a documentary detailing the work of the charity branch over Christmas
- Worked as part of a team to promote the station to a local and national audience

**BAUER MEDIA**  
**MANCHESTER**  
**2017 - 2019**

## PRODUCTION ASSISTANT// JOURNALIST

- Demonstrated exceptional gallery/journalism skills for under 18's in schools across Greater Manchester and taught them how to create and produce content for broadcast and social
- Produced multiple TV and radio shows per day and demonstrated an ability to time manage and work effectively under pressure
- Individually sourced, scripted, researched and created content for the client's shows, including packages, vox pops and assisting with live interviews in a TV studio environment
- Train clients on how to behave and speak in live TV and radio environments for media training exercises

**THE MEDIA**  
**FACTORY**  
**MANCHESTER**  
**2018 - 2019**

## WORK EXPERIENCE

### TRAINEE JOURNALIST

- Apply previous technical studio experience to film a 6pm live from HM Preston Prison.
- Use front-of-house skills to organise press passes and conduct preliminary phone interviews with potential contributors.
- Act as a floor manager during live shows to ensure the broadcast runs smoothly.
- Developed a wide range of technical and journalistic capabilities to help me work in a flexible team.

**BBC NORTH**  
**WEST TONIGHT**  
**SALFORD**  
**2019**

### RESEARCHER

- Pitched the "Darker Side of Britain" series to UNILAD Original team leaders and researched potential leads.
- Assisted in editing social-first content for a variety of channels.
- Developed communication skills with producers and directors to learn what the work requires.

**UNILAD**  
**MANCHESTER**  
**2017**

### CAMERA OPERATOR // JOURNALIST

- Produce exceptional packages for broadcast across the University of Salford network
- Apply journalistic talents to organise press passes, interviews with contributors and record professional standard interviews
- Direct a newsroom to ensure a fun and productive work atmosphere

**QUAYS NEWS**  
**SALFORD**  
**2017-2019**

## REFERENCES

#### ALEX MAYS

Head of Creative // Social Chain  
alex.mays@socialchain.com

#### NEIL SALMON

Head of Broadcast Services //  
University of Salford  
n.salmon@salford.ac.uk