

DANNI SCOTT

ABOUT ME

NATIONAL NEWSROOM EXPERIENCE WITH A CAPABLE, ENTHUSIASTIC VOICE AND FOCUS ON DIVERSITY. SPECIALIST AREAS INCLUDE ENTERTAINMENT, WOMEN'S HEALTH, AND LIFESTYLE.

EXPERIENCE

FEATURES/AUDIENCE WRITER, THE MIRROR

OCTOBER 2022 - PRESENT

- On the Features Desk, I covered a wide variety of topics, including celebrity interviews, affiliate content, and trending news across entertainment, lifestyle, health and more. I am proud to have consistently championed marginalised stories or issues.
- I enjoy engaging with trending cultural discussions such as dating icks with expert advice as well as real life stories, particularly my exclusive interview with a young woman who created a company to combat period poverty.
- My coverage specifically targeted ages 18 to 35, with videos to complement articles – this included product testing and coverage of big events, two personal highlights were Crufts 2023 and RuPaul's DragCon 2023.

SEO WRITER, REACH PLC / PA MEDIA

AUGUST - OCTOBER 2022

- On behalf of PA Media, I provided trend-led features and news articles for all Reach regional publications, including Daily Record, WalesOnline, and Manchester Evening News.

CONSUMER & SEO REPORTER, THE SUN / FREELANCE JOURNALIST

JANUARY 2020 - AUGUST 2022

- Starting in January 2022, I took on four positions across two key desks at The Sun, consumer and SEO. I wrote articles on tech, showbiz, affiliate, and news – including phone round ups to drive sales and trending cast announcements.
- My features have been published in multiple online magazines such as Refinery29, FilmStories, and JumpCut Online. I also ran my own film review blog during my time as a freelancer.
- One of my proudest achievements was securing an exclusive interview with House of Lords peer Baroness Meacher on her Assisted Dying Bill, while completing my NCTJ. This was sent out on the PA Wire and published nationally on ITV News along with other publications.

LIFESTYLE EDITOR AND CONTENT WRITER, THE INDEPENDENT

JULY 2019 - MARCH 2022 (VOLUNTEER)

- Created and launched the Independent's Lifestyle section, which quickly became one of the top sections of the site.
- This busy position required the ability to manage multiple projects and team members, in addition to supporting new inexperienced writers and delivering the edited section ready for publication.

LEVEL 3 MANAGER, STORMFRONT RETAIL

JULY 2019 - JUNE 2021

- Consistently achieved targets as the top sales person in the store, selling high value Apple items. I was regularly called upon to act in stead of senior management and was line manager to six staff members.

EDUCATION

NCTJ WITH PA TRAINING / AUGUST 2021 -
DECEMBER 2021

Gold Standard

Journalism Diversity Fund recipient

SWANSEA UNIVERSITY / 2016 - 2019

BA (Hons) English Literature, 2:1

Intern for the International Dylan Thomas Prize 2019

CONTACT

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SKILLS

SEO - E-Commerce - Wordpress - Interviewing -
Subediting - Social Media - Team Leadership -
Customer Service - Sales - Time Management