

# Asiyo Ali

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## Personal Profile

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Driven and detail-oriented journalism graduate with well-honed research and multimedia skills. Currently, I work as a writer for the Swedish online magazine Sakina where I have produced several features for publication. A strong interviewer, I possess excellent communication skills and can effectively engage members of the public across media platforms online and in print. Possessing a keen eye for detail, I am confident in producing and approving visuals for publications and have worked as a successful art director for Belladonna Magazine. I am also capable of creating engaging video content and I have well-developed skills in editing software including iMovie and Audition Adobe. An adept storyteller, I am able to work under minimal supervision and produce accurate copy within tight deadlines. At present, I am seeking a graduate opportunity within journalism at an exciting publication where I can contribute my strong technical skill set and creative approach.

## Education

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- 2017 - 2020**                      **University of Westminster**  
**BA (Hons) Journalism (2:1)**  
Key modules: Producing Online/Multimedia Journalism, Consumer and Lifestyle Journalism, Media Law and Ethics, Multimedia Storytelling and Production, Researching Media and Communication, Pitch, Produce, Publish: Creating Modern Magazines.
- 2011-2018**                      **Burntwood School and Sixth Form College**  
**A Levels:** English, History, Media  
**GCSEs:** 7 including English and Mathematics.

## Career Summary

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**May 2019 – present**            **Sakina Magazine**  
**Writer**

*Key Responsibilities and Achievements:*

- Using effective interviewing skills to engage with the public on issues related to Black Muslim women and subsequently write high impact articles of relevance to the community.
- Utilise excellent organisational skills to consistently meet set deadlines and deliver on publication targets and objectives.
- Successfully pitch and write feature articles some of which have obtained mainstream popularity.
- Meet and liaise with designers, photographers and editors to produce quality content for publication.

**Jul. 2020**                      **Women in Journalism**  
**Researcher**

*Key Responsibilities and Achievements:*

- Undertook extensive research for a radio research project.
- Investigated the subjects covered in radio programmes as well as the presenters and experts to gain a clear understanding of the lack of diversity within the media industry.

**Nov. 2019 – Jan. 2020**        **Cool Girl's Club**  
**Intern**

*Key Responsibilities and Achievements:*

- Shadowed senior employees to gain a practical insight into successful PR and marketing processes.
- Assisted in the planning of marketing events by writing and proofreading press releases as well as creating media kits and managing digital campaigns.
- Utilised the company's database to reach out to, pitch to and onboard possible contacts for key company events.
- Exercised a keen eye for detail when approving suitable graphic designs for promotional material.
- Worked with the club's marketing manager to proofread press releases.
- Used camera equipment to take high-quality pictures and videos for the club's last event of the year.

**Oct. 2019 – Dec. 2019**        **Voice of London**  
**Writer**

*Key Responsibilities and Achievements:*

- Researched and produced features and articles which appealed to our target audience.
- Took sole responsibility for the 'Arts and Culture' section and curated innovative ideas for the team.
- Created impactful multimedia packages using tools such as DijiGo, iMovie and Audition Adobe.
- Worked with interns and external companies to coordinate events and actively sought new ways to promote and market initiatives.

**Sep. 2018 – Jan. 2019      Belladonna Magazine  
Art Director**

*Key Responsibilities and Achievements:*

- Responsible for directing the visual aspects of the magazine including determining which photographs, art and other design elements were used in issues of the magazine.
- Designed and established page layout templates for the team to follow which included fonts type, margin length and font size.
- Reviewed and approved the teams' graphics and artwork to ensure a cohesive look and feel for the magazine.

**Feb. 2018 – Mar. 2018      The QH  
Writer**

*Key Responsibilities and Achievements:*

- Conducted in-depth research to produce engaging content spanning a variety of themes including a feature article on International Women's Day.
- Fact-checked and corroborated information from third party sources which were used to draft articles within assigned deadlines and in accordance with prescribed style guides.
- Tasked with writing credits and by-lines for photographs and illustrations.

**Jan. 2016 – Apr. 2017      HeyDay Film Productions  
Assistant**

*Key Responsibilities and Achievements:*

- Acted as a runner distributing messages or items within the film crew and cast.
- Printed and distributed daily paperwork such as scripts and call sheets.
- Performed a variety of administrative tasks including answering phones and filling out paperwork.
- Taught Students aged 12 to 13 to ensure they were confident operating complex camera equipment.
- Assisted, guided and oversaw students working to create short films.

## Key Skills

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- Excellent writer, able to produce engaging content and copy for print and online media.
- Skilled researcher who is able to effectively interview and engage diverse members of the public to produce engaging investigative and feature pieces.
- Able to manage and create content for professional social media accounts which respond to current online trends.
- Strong IT skills with a high proficiency in Microsoft Office and knowledge of a variety of video and editing software such as DijiGo, iMovie and Audition Adobe.
- Well-developed creative and visual arts skills with the ability to produce high quality visuals, videos and infographics for publications.
- Good interpersonal skills with the ability to build and maintain successful commercial relationships and partnerships.
- Proficient in the use of Google Docs to produce and edit copy in an efficient manner.
- Exceptional proofreading and editing skills with the ability to produce a high standard of creative output.

## Personal Details

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**Interests:** A highly creative individual, I enjoy writing and currently run an online blog where I produce content on fashion, sports and faith which can be found here: [asiyoali.journoportfolio](http://asiyoali.journoportfolio). In my spare time, I also follow women's wrestling and watch foreign TV and film productions.

**Languages:** English (fluent), Somali (fluent).

**Notable Achievements:**

- Successfully secured over 35 sponsors for events run by Cool Girl's Club.
- Pitched and produced several articles featured in a variety of publications.

**References:** Available upon request.