

DAISY HERMAN

STUDENT JOURNALIST

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EDUCATION

BA BROADCAST JOURNALISM
UNIVERSITY OF SALFORD
2018-2021 (CURRENT STUDENT)

- Finding, gathering, editing and producing TV, radio and web content regularly
- Experiencing the busy atmosphere of a newsroom during our newdays
- Improving journalism skills everyday and learning to use professional equipment and the studio
- Contributing to local online publication, *Salford Now*, with a 'web-first' mentality
- Confidently using editing software such as Adobe Audition, Premier Pro and AVID Media Composer
- Through live broadcasting in our newday, I have developed understanding of software such as iNews and Highlander
- BCTJ accredited course
- Passed NCTJ Essential Media Law Exam - grade C

A LEVELS

WITHINGTON GIRLS SCHOOL

A: ENGLISH LITERATURE, A: HISTORY, B: POLITICS

GCSES

BURY GRAMMAR SCHOOL FOR GIRLS
10 A'S

EMPLOYMENT

**SOCIAL MEDIA AND DIGITAL
MARKETING MANAGER**

HPL MOTORS | DECEMBER 2017 - CURRENT

- Managing company social media accounts and creating social media strategies for daily sales postings
- Drastically increased social media following and engagement
- Co-ordinating with third-party marketing companies
- Designing content and advertisements
- Analysing progress with Google and Facebook Analytics
- Gaining leads and sales through organic and paid social advertising
- Won a social media award at the Motor Trader Industry Awards in 2018
- Blogging and copywriting for website
- Designing advertisements for billboards and online content using Canva

WORK EXPERIENCE

GLOBAL

REMOTE | 7TH - 11TH DECEMBER 2020

- Interviewed for stories stories for audio bulletins
- Sourced stories to be used within hourly bulletins
- Wrote concise cues for the bulletins
- Edited audio from interviews to be used as clips
- Work broadcast on Capital FM, Smooth, Heart and XS

ITV TONIGHT

REMOTE | 23RD - 27TH NOVEMBER 2020

- Fact-checking and research for upcoming shows
- Learned importance of validation and right of reply
- Learned more about television production

REVOLUTION 96.2 FM AND OLDHAM CHRONICLE

OLDHAM | 4TH - 5TH FEBRAURY 2020

- Edited audio to be played live on air on Adobe Audition and used broadcasting scheduling programmes
- Wrote a feature for the online publication
- Aided with interviews and research for stories

SHOCK RADIO

STUDENT RADIO | OCTOBER 2018 - JANUARY 2020

- Planned and presented weekly current affairs and internet culture radio show, 'This Week's Deets'

SKY NEWS STRINGER - ELECTION NIGHT

MANCHESTER | 12TH-13TH DECEMBER 2019

- Filmed (using a LIVE-U) and live-tweeted about General Election at Bury South constituency for Sky News Election Night coverage
- Co-ordinated with Sky producer to film footage
- Gained knowledge of producing for live television

HITS RADIO

MANCHESTER | 30TH OCTOBER 2019

- Explored the behind-the-scenes of commercial radio
- Joined the journalism team's news meeting

STUDENT MEDIA CONFERENCE

ROYAL TELEVISION SOCIETY | 26TH FEBRUARY 2019

- Edited footage from the live stream to be published on social media
- Required quick-thinking and fast editing

IMAGINE FM

STRAWBERRY STUDIOS | 2ND DECEMBER 2018

- Helped with the radio mixing deck for live football radio commentary and scheduling music

NEWS ASSOCIATES

MANCHESTER | 23RD - 27TH JULY 2018

- Explored mobile journalism and video journalism
- Attended a film premiere and interviewed director for a review and Q&A piece

GLOBAL

MANCHESTER | 17TH JUNE - 18TH JUNE 2018

- Observed live Capital breakfast show
- Learned about commercial radio advertisement and the process behind it, the social media aspect of radio brands and editing news bulletins

SIR RHYS DAVIES MOCK TRIAL

WINNER - COURT REPORTER COMPETITION | 2015/2016

- Explored methods of court reporting in a mock trial
- Created an entertaining and informative article under time pressure

RED PRODUCTION STUDIOS

MANCHESTER | 30TH JUNE 2015

- Explored script-writing and media production

MANCHESTER EVENING NEWS

22ND-26TH JUNE 2015

- Wrote news report about bowel cancer testing kits which was published in their free newspaper
- Contributed to their lifestyle paper, CityLife Manchester