

JOE YOUNG

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PROFILE

A talented media professional with experience of working in fast-paced environments. Possesses experience in Digital and Social Media with expertise in increasing audience coverage. Proven track record of successfully utilising media outlets, leveraging social media/online media presence and cultivating strategic alliances with agencies/partners. A background of informing the audience by presenting information in an accessible but attractive way. Recognised amongst peers for demonstrating a calm manner along with strong writing skills.

EXPERTISE

Journalism: Produces multi-media news, background analysis and features on stories working on a variety of platforms with the aim of informing the audience by presenting information in an accessible and attractive way. Has a keen eye for grammar and syntax.

Commercial Awareness: Proven track record of researching in order to successfully deliver under pressure.

Digital Marketing: Possesses a strong understanding of current marketing tools and strategies with the ability to lead and collaborate on digital marketing campaigns from concept to execution.

Continuous Improvement: Has an analytical and problem-solving approach to work. Excels at prioritising flexibly to meet rapidly changing needs.

Organisational Skills: Well organised, adaptable and flexible. Multitasks and prioritises to fulfil all assigned tasks within time constraints. Skilled at working under pressure and confidently meets targets under challenging circumstances.

KEY SKILLS

- Written and oral communication skills
- Editing and proofreading
- Researching and investigating
- Questioning and interviewing skills
- Investigating stories
- Reporting accurately
- Flexible and adaptable to change
- Forward thinking and analytical approach

EMPLOYMENT HISTORY

May 2018 – present **Content Executive** - OnePulse

Key Responsibilities:

- Produce surveys for OnePulse's app content to discover the nation's views on anything and everything
- Research daily for topics to keep user-base informed and entertained
- Create B2B and B2C data-driven newsletters, reports, infographics and blogs
- Use social media to increase audience engagement

Oct 2016 – May 2018 **Digital Content Editor** - GoGroopie

Key Responsibilities:

- Produced and edited content for a daily deal website covering products and services
- Researched and wrote detailed travel deals, searching for nearby landmarks, activities and local cuisine
- Updated live deals and pricing options to ensure all information was accurate and to a high standard
- Tasked to edit a variety of freelance work and use journalistic skills to highlight areas for improvement
- Utilised Photoshop to edit and create lead images for products, services and travel.

Feb 2016 – Sep 2016 **Freelance Writer** – WD Sport

Key Responsibilities:

- Supported the live blog for an online publication affiliated with Watford FC
- Enhanced brand's online presence by managing the official Twitter, Vine and Facebook profiles
- Produced copy for news stories, editorials and features
- Responsible for blog content management using WordPress

May 2016 – Jul 2016 **Social Media Intern** – Playzoola

Key Responsibilities:

- Supported a variety of social media campaigns for a start-up peer-to-peer gambling company
- Worked collaboratively with an external marketing company to oversee social media campaigns
- Utilised email-marketing software such as MailChimp and SurveyMonkey
- Conducted UX testing on new games; tasked to highlight any grammar mistakes

Nov 2015 – Dec 2015 **Intern** – Sparkler

Key Responsibilities:

- Responsible for undertaking market research for an award-winning insight and brand strategy consultancy
- Developed an understanding of customer trends by conducting a thorough analysis on various social media communities for Tanqueray Gin, Nescafé and Baileys projects

Jul 2014 – Sep 2015 **Intern** – Nomis Solutions, Canada

Key Responsibilities:

- Tested software for a start-up which combines cutting-edge Silicon Valley approaches to big data
- Carried out a variety of market research and grammar checking; reported findings to management

Aug 2014 – Sep 2014 **Work Experience** – Dan Films

Key Responsibilities:

- Worked primarily as a script editor. Proofread and talked over various scripts with superiors, suggested music, actors etc. that suited the script.

QUALIFICATIONS AND PROFESSIONAL TRAINING

BA English Literature (2:1) – University of Essex 2012 – 2015

A-Levels: English Lit B, Psychology C, History C – Sir Henry Floyd Grammar School

9 GCSEs A-C – Sir Henry Floyd Grammar School

References Available Upon Request