

LUCINDA HERBERT

journalist & copywriter

recent employment

COPYWRITER AND JOURNALIST

Freelance | Feb 2020 - present

Clients: Fabulous Magazine, Telegraph, InYourArea (Reach PLC), Big Issue North, Solutions Finder, Sweetie Premium Pet Products, Astrid Bylandt children's author, Team Dogs, Dog Friendly Magazine

- Crafting news-pieces and feature articles
- Creating podcasts and blogs for health, fitness, and lifestyle websites
- Generating social media content
- Identifying news stories on PAExplore
- Conducting background research including FOI requests and data analysis
- Developing effective interview techniques with a broad range of sources
- Uploading SEO-friendly content to WordPress and Ghost
- Curating gift guides and event listings

CONTENT CREATOR AND GRAPHIC DESIGNER

Yellowphin Digital Agency | Aug 2018 - Feb 2020

- Producing publicity & marketing materials
- Generating ideas and writing effective social media copy
- Identifying current trends in social media
- Scheduling cross-platform content using Hootsuite
- Adhering to brand guidelines
- Designing web graphics using Adobe Photoshop and Canva
- Liaising with the marketing team and external clients

academic background

UNIVERSITY OF HUDDERSFIELD

2:1 BA (Hons) Media and Journalism | 2007 - 2011

- I gained a broad insight into the issues and challenges surrounding the media industry, achieving high marks across all subjects including media regulations, ethics, and law.
- I produced a portfolio of feature articles, opinion pieces, blogs, press releases and radio packages, demonstrating strong research skills and excellent spelling and grammar.

PARK LANE COLLEGE, LEEDS

Distinction/Distinction | National Certificate in E-Business | 2006 - 2007

I studied e-business law, e-marketing, web design, web graphics and managing teams.



Professional writer with social media and graphic design experience. I am passionate about producing high-quality, constructive journalism that resonates with an audience.

skills

- Effective interview techniques
- Strong research skills
- Confident communicator
- Strong professional ethics
- Knowledge of IPSO code
- Meticulous spelling & grammar
- Ability to write objectively
- Investigative instinct
- Basic knowledge of SEO
- Social media experience
- Digital SLR photography
- Proficient in Microsoft Word and Adobe CC

contact

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www.inyourarea.co.uk/news/author/lucinda-herbert

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hobbies

I am a keen amateur photographer, with a digital SLR camera and access to a professional studio. I keep fit by weight training, swimming, and yoga, and I enjoy exploring the Lancashire coast with my dog. I have a side-business drawing pet portraits in colour pencil, which I promote on Instagram. I have a full UK driving license.