



OLUFADEKE BANJO

Journalist

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Summary

Experienced Freelance Journalist, writer and digital content creator with a demonstrated history working in the media industry & featuring in different publications. Skilled in print, broadcast, digital communication & social media marketing. A strong working knowledge of the media industry and the principal contemporary theories of media and culture, along with an ability to develop professional writing skills across journalistic genres. Content creator with 4+ years' experience in creating digital content for non-traditional new media.

FREELANCE WRITER/JOURNALIST

September 2020

- Specialising in societal issues, current affairs, Human interest stories of underrepresented voices, black, youth and pop-culture.
- Written features for digital publications GROWN Magazine, Awallprintss magazine, Reachout2all, Subscript & Yes Gurl Magazine, L'AMOUR Magazine and PWR Magazine.
- Producing independent journalism projects and create content for my blog page on instagram, @the_flojournalblog.
- Investigative project for Greenpeace looking at wealthy landowners burning their lands, for grouse shooting.

NEWS & POLITICS SUB-EDITOR

February 2022

The New Feminist

- News & Politics Sub-editor for The New Feminist, with a focus on Women's rights, news and politics in the UK.
- Assisting, in overseeing the content, accuracy, layout and design of the online magazine's articles and making sure that they are keeping with house style of The New Feminist publication.
- Collaborating with other editors to come up with pitches, proof-read, fact-check & edit articles for the site.
- Copywriting and proof-reading.

FOUNDER, WRITER & CONTENT CREATOR.

September 2020 - Present

TheFloJournal

- Creating engaging written & video content for an online social media site and blog.
- Organised writing techniques to drive traffic towards the website.
- Focus on social issues, current affairs, black culture, pop culture & self-development.
- Experienced content creator (on different social media platforms), interviewing experience (interviewing creatives, e.g up and coming independent artists, as well as producing my own video series on different topics online.)
- Experience making reels, TikTok videos, YouTube videos, social media posts, short videos.

MEDIA AGENCY ASSISTANT

July 2016

Liverty

Media and advertising company.

- Gained insight into how social campaigns & TV ads were made for well-known brands.
- Developed excellent social media & marketing skills, with a focus on presenting an idea for a product and target audience.
- Excellent time management skills, juggling multiple projects in a short period of time.
- Worked around different departments across the organisation to help deliver projects to tight deadlines.

RADIO ASSISTANT

June 2014

Reprezent Radio

- Responsible for completing research for radio presenter's social media content.
- Assisted in radio shows at Reprezent and met regular guests.
- Interviewed individuals from the local community, (vox pop), as part of my own radio project.
- Assisted with admin work for the station, organising files for the business aspect of Reprezent radio.
- Gained radio editing skills through industry software.

Education

2020 - 2021

Birbeck

University of

London (Merit)

JOURNALISM MASTERS

- Gained professional and practical journalistic skills, including a strong working knowledge of the media industry and the principal contemporary theories of media and culture, media law, digital storytelling, Public relations & Data journalism.
- Equipped with the ability to develop professional writing skills across journalistic genres.
- Acquired extensive knowledge of the fast-changing Journalism & media industry.

Key Skills

- Strong research skills, newsgathering skills, interviewing skills & social media marketing.
- Digital production skills, e.g CMS, wix, wordpress, canva, photoshop, adobe illustrator, video and photo editing skills.
- Strong social media skills and content making.
- Strong IT skills including MS Office (Word, Excel, Google Drive & Outlook)
- Excellent customer service skills, understanding of diverse audiences.
- Skilled in blogging, content writing, headlines, SEO, multi-media skills, article writing
- Excellent time management and organisational skills.