



NAOMI GRANT

JOURNALIST

Profile

An enthusiastic and efficient journalist with a breadth of design and multimedia experience. Keen to apply my skills within an evolving industry. My strengths include newsgathering, identifying trends, copywriting, SEO copywriting, development of Print media products, luxury client & PR Liaison; as well as proficiency with Adobe creative cloud programs.

EXPERIENCE

WEDDING AND AFFILIATE WRITER

SquareMeal

February 2024 - Current

- Producing content for SquareMeal's wedding section and shopping pages.
- Writing news stories, features and listicles and wedding venue descriptions for the site.
- Regularly attending and writing up restaurant reviews
- Creating fun, engaging social content, particularly social videos for Instagram and TikTok.
- Creating SEO-friendly content

CONTRIBUTING WRITER

Guap Magazine

September 2023 - January 2024

- Writing and pitching features for the Arts and Culture section online
- Interviewing new talent and coordinating video interviews for social media
- Sourcing relevant news stories

JUNIOR STAFF WRITER & RESEARCHER

CORQ STUDIO LTD

August 2023 - November 2023

- Working on CORQ's client projects as a part of a small team.
- Reported to the client projects editor, using my journalistic skills to report on influencers from an unbiased perspective whilst researching digital talent across every platform to identify creators who are truly building communities and producing innovative content of note.

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EDUCATION

BACHELOR OF JOURNALISM

Kingston University

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SKILLS

- Fully competent in using Microsoft Office packages such as; Word, PowerPoint and Excel
- Proficient in using all Adobe software including; InDesign, Photoshop, Premier Pro and Audition
- Photography Skills
- Writing case studies
- Multimedia confident
- SEO
- Digital content creation
- Conducting Interviews
- Confident in Print media design
- Verbal/ written communication
- Organisation
- Advanced English/Grammar Skills
- Leadership

- Researching and writing about influencers across a wide range of specialisms.
- Producing newsletter copy about creators across various verticals but primarily focusing on beauty and fashion.
- Talent research. Finding new influencers who our subscribers would find compelling and would be perfect for their upcoming campaigns.
- Writing short-form case studies, sidebars and box-outs which are published as part of larger reports and that are commissioned by the client projects editor whilst working with CORQ's wider team to be part of research delivery.

DIGITAL EDITORIAL ASSISTANT

Country & Town House
August 2022 to January 2023

- Managed and produced weekly content for the Property section of the online site
- Pitched, wrote, edited and published news stories, competition posts and longer features for the website
- Supported the online team with story research and building
- Ensured that good SEO practice was followed in all online pieces
- Worked towards online UU and MPU targets
- Standard photo editing using Photoshop
- Sourcing, organising and managing multiple monthly competitions and seeding them across various platforms to encourage referrals
- Shared articles with relevant parties/platforms to widen readership and help hit targets
- Responded to website enquiries
- Overseeing and managing the upload of print content, from GBB, Hotels Guide and monthly issues – updating C&TH website and social pages monthly to reflect the print issue
- Building and maintaining relationships with PRs
- Assisting & coordinating on podcast & other company projects.
- Attending relevant press and industry events as a representative of Country & Town House.

DESIGN & CHIEF LAYOUT SUB

The River Online
September 2021 to June 2022

- Required to manage team I am organised and have developed communication skills
- Sub-editing, proofing pages and articles before printing
- Accompanied News Editor in weekly conferences and pitched innovative ideas
- Wrote features and news stories which made the paper
- Problem-solving | Worked against strict deadlines and managed issues that arose
- Organised and arranged content
- Converted pages to print-ready documents
- Quick decision maker-decided which content would go on each page and who to assign roles to

- Team-working & Work independently
- Problem solving
- Design creativity
- Wordpress and Wix
- Videography skills
- In Depth research
- Time keeping skills
- Organise written material
- Creative writing skills
- Harvard referencing
- Synthesize information
- Evaluate ideas & content of media
- Read for clarity and information
- Observe people & Data
- Influencing persuading
- Inform and explain
- Gathering information and data
- Mediate and negotiate
- Plan & produce production schedules
- Accurate and accountable
- Make a product
- Tell a story
- Investigate
- Develop concepts & generate ideas
- Create visual layout of ideas