

CV

ELLIE-MAE FENN

JOURNALISM & MARKETING | [HTTPS://LINKTR.EE/ELLIE_MAE.FENN](https://linktr.ee/ellie_mae.fenn)

PROFESSIONAL SUMMARY

Well-rounded and informed individual, possessing experience in different areas of journalism, marketing and copywriting.

My work demonstrates that I am a versatile content writer proficient in researching, writing, and editing diverse content.

I am able to work with minimal input to produce engaging, authoritative, and error-free work, able to write quickly and according to brief. Looking for a fast-paced position with the opportunity for career growth.

Knowledgeable about social media strategies and search engine optimization (SEO); and have a successful background in producing high-volume, published work.

In 2021 I graduated from University with a BA Hons in Journalism and I am now studying for an MA in Journalism to enhance my knowledge further.

EXPERIENCE

DIGITAL MARKETING ASSISTANT – GHETTI JOE 06/2022 – 01/2023

My recent role as a digital marketing assistant required me to manage and market multiple businesses – meaning I had to keep their social media platforms up to date, posting frequently and keeping up with trends to maximise engagement. The job also required me to carry out email marketing, and produce newsletters and blog copy daily – this required me to be organised and be able to work in a fast-paced environment, which I can do with confidence.

This role enabled me to expand my knowledge of social media and explore different areas of marketing. It required me to understand the importance of conveying the tone of the company in question and relaying this to the customers to gain followers and engagement, growing business.

SOCIAL MEDIA ASSISTANT • Bentley&Bo Interiors • 01/2022 – 06/2022

I previously assisted an independent company with its social media accounts on a part-time basis. This was to help with sales and overall engagement. The role required me to edit and upload relevant photos to Facebook and Instagram, taking into consideration SEO. I also had to ensure the copy suited the overall voice and tone of the company, keeping the socials consistent with the brand.

PR ASSISTANT • NEWLIFE CHARITY • 11/2021 – 01/2022

I was previously a PR Assistant for Newlife Charity for Disabled Children. This role required me to source relevant stories, as well as contact and interview families. I then had to write press releases quickly and efficiently, hitting tight deadlines in time to send to different press and media outlets via Vuelio to raise funds for children in need. Main duties include:

- Researching and sourcing relevant information
- Liaising with families and conducting interviews
- Provide accurate, error-free copy in a fast-paced environment.
- Utilise WordPress for website copy
- Produce and proofread content for press releases, website copy and social media posts.



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EDUCATION:

MA JOURNALISM | UNIVERSITY OF ARTS LONDON (LCC) **/OCT 2022 - JAN 2024**

I have just completed a Masters in lifestyle journalism, where I studied at the University of Arts London – this course has taught me to be disciplined with my time, along with the importance of good organisation skills and a strong work ethic; as well as further developing my communication skills, both written and verbal, which are of a high standard as a result of undertaking this course.

BA HONS MUSIC JOURNALISM BMM BIRMINGHAM • 2:1 **/SEP 2018 – AUG 2021**

Recently completed a three-year course at BMM Birmingham. There I studied for a music journalism degree and was taught by industry professionals, gaining a great insight into the industry, as well as skills in writing and producing content of both written and multimedia formats, including audio and visual.

- Liaise with the press to ensure they received the press releases, encouraging them to use the story to raise brand awareness and help those in need.

CONTRIBUTING WRITER • BRUM RADIO • 02/2021 – 05/2021

I was a contributing writer for Brum Radio based in Birmingham. Providing two pieces a month on average required me to research local events, review shows and produce coherent and engaging pieces for their audience - The main skillset included:

- Organising material to research and complete writing tasks.
- Utilise WordPress to reduce grammatical and spelling errors.
- Provide exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Complete deadlines with efficiency.
- Wrote and proofread blog and social media posts, website copy, and articles.
- Regular pitches had to be made to the editor, ensuring relevance to current local trends and events and showing consistency with the company's ethos, meeting their overall tone.
- Completed thorough research into assigned topics in order to write in an authoritative and complete manner.
- Participated in creative planning and review sessions, working with the team to elevate the quality of content and designs.
- Applied understanding of public opinion, social media, and traditional media use to create engaging and attention-grabbing stories.

CONTRIBUTING WRITER • BABMAG • 04/2019 – 01/2021 **[HTTPS://BABMAG.CO.UK/](https://babmag.co.uk/)**

Previously wrote for local independent magazine BABMAG. Consisted of completing reviews and articles to a deadline and working with an editorial team to ensure smooth delivery of the pieces. Main duties included:

- Discussion of projects and completed assignments by utilising email and telephone communication.
- Utilised exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Managed competing deadlines with efficiency.
- Edited and proofed documents for proper grammar, spelling, capitalization, and verbiage.
- Utilised multimedia strategies and technology to convey information in fresh and interesting ways.

Regular pitches had to be sent, ensuring relevance to current local trends and events and showing consistency with the company overall.



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