

## Contact Information

Email:  
[chloeoliviasladden101@gmail.com](mailto:chloeoliviasladden101@gmail.com)

Portfolio website:  
<https://www.chloeoliviasladdensportfolio.com/#/>

## SKILLS

- Adaptable & Open Minded
- Compassionate & Trustworthy
- Reliable & Resilient
- Time Management
- Independent & Team Player
- Knowledge of the UK media landscape
- Interviews & Networking
- Journalism Law, Ethics and Public Affairs
- Press Releases
- Editing & Proofreading
- Research, Analytics & SEO
- Data & Mobile Journalism
- Adobe Software & WordPress
- Social Media & Photojournalism

## EDUCATION

2021-2022 | **Kingston University**  
Merit, MA Journalism & National Council for the Training of Journalists Level 5 Diploma

2018-2021 |  
**University of Hertfordshire**  
First Class Honours, BA Hons Journalism and Media

2016 - 2018 | **Goffs Academy**  
A Level Philosophy & Ethics, Media, English Literature & EPQ

2011 - 2016 | **Cheshunt School**  
GCSE Philosophy & Ethics, English Literature & Language, Photography, German, History, ICT, Textiles, Science, Applied Science, Maths & Citizenship

## Chloe Olivia Sladden

### PROFESSIONAL SUMMARY

I am an NCTJ qualified journalist, with good written and verbal communication skills, organisational skills, and am self-motivated. I have the ability to work under pressure and manage conflicting priorities. I am highly motivated and passionate about working in the press, and about Girlguiding. I have developed knowledge and skills to deliver good PR and create or secure media coverage.

I have an excellent news sense in identifying and producing high-quality press materials. I also have a strong social media know-how in creating content for social media platforms and understanding of social media culture. I have a strong desire to use my skills & the media to make a difference in society and inspire young girls and women to be who they are and want to be, and raise awareness of the amazing impact of Girlguiding UK.

### WORK HISTORY

06/2022 - 12/2022

**Verdict** | News Website

Tech Correspondent

- Extensively developed and used ability to create compelling daily news pieces, interviews and features on tech.
- Ability to identify and maximise PR opportunities via Verdict stories & build and maintain a truthful positive brand identity.
- Daily news and end of week conferences with the team.
- Ensure crises such as quote attribution, corrections, negative responses and right to reply cases are managed.
- Networked & attended events as Verdict representative.
- Used a WordPress content management system.
- Worked to set deadlines and house style guides.
- Promote articles on social media - Twitter and LinkedIn.

### WORK EXPERIENCES

10/2022 - 03/2023

**Girl Guiding** | Challenge Badge/ PR Project

Girlguiding Anglia and RSPB 'Feel Good in Nature' Challenge Badge Project Committee Group Contributor and Member

- Helped to pitch, create, test & promote the badge & project.
- Project duties involved writing the badge content, promoting it on social media, collaborating with group members and senior colleagues, attending and contributing to project meetings, making calls and enquiries, and writing and creating any other content for the project.

01/2016 - Present

**Girl Guiding** | Volunteering for 7 yrs, Member for 18 yrs, Leader

- Volunteer weekly to help plan, deliver and run activities and meetings at Rainbows and monthly at all section units.
- Practical understanding of diversity and inclusion at work.
- Encouraging others to join guiding and challenge and change outdated perceptions of Girlguiding.
- Building constructive relationships with internal & external stakeholders - volunteers, members and journalists.

10/2021 - 04/2022

**Kingston Courier** | News Website

Reporter and Culture Editor

- Identify, report on/react to national and regional news stories.
- Commission, edit and review culture articles and pitches.
- Attend team news conferences and update on news agenda.
- Contributed to producing supplements for sister newspapers.
- Promote & Increase awareness of the Courier.
- Research, interview and write regularly for the website ranging from news, culture, and politics topics.

## HONOURS & AWARDS

08/2023

[Girlguiding UK](#)

Adult Leadership Qualification

07/2021

[University of Hertfordshire](#)

Student Leadership Development Programme

Highly commended Level

06/2021

[University of Hertfordshire](#)

Go Herts Award -

Volunteering & Academic Enrichment

Gold Level

06/2021

[The Comet](#) | Stevenage and Hitchin Local News Website

Placement Reporter

- Completed a few days of virtual work placement.
- Roles included researching and gathering information, interviewing for and writing stories for The Comet.
- Taking part in meetings on the news agenda and story progress.

05/2021 - 05/2022

[Writeous](#) | Website

Columnist

- Weekly column, based on literacy and political topics.
- Report on newsworthy topics, such as female sexualisation in sport and gendered double standards.

05/2020 - Present

[The Girl and the City of Books](#) | Blog

Blogger

- Using my genuine passion for books to develop and update my blog about books, focusing on female authors, female characters and female storytellers.
- Writing news, features, reviews, list articles and other blog posts in a digestible and engaging way.
- Gathering research, information and interviews for posts.
- Promote content on social media - Facebook and Instagram.

10/2018 - 08/2021

[Trident Media](#) | News Website

Head of Print & Reporter

- Reporter from October 2018, Head of Print from August 2019
- Responsible for weekly content lists for the Trident Media website, and proof-reading articles.
- Developed knowledge in knowing and preparing for how to coach and prepare people for interviews across media channels.
- Analytics and engagement to attract new members and engage current members.
- Committee meetings as Head of Print, on the admin, social, funding, marketing & content of Trident Media.
- Research and write news, reviews, and comment pieces.