

# KATIE MACBETH

FREELANCE JOURNALIST &  
SEO WRITER.

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## SUMMARY

Seasoned music journalist and pop culture expert with bylines in The Telegraph, METRO, DIY, Come Play With Me, and The Forty-Five. Editor of Indie is not a Genre and creator of the Substack Katie Speaks!, exploring music industry trends. Key contributor to @PopBase, reaching 7,000 newsletter subscribers and 2 billion monthly social media impressions. SEO specialist and content lead for Fanatix, supporting the launch of LiveTicketGroup's music event ticketing platform.

## BYLINES

- The Telegraph (Worked with independent music and arts venues across the country to save them from closure. Worked with presenters at BBC local radio to prevent them from losing their shows.)
- METRO (Personal pieces about life as a woman in music.)
- The Forty-Five (Album reviews, feature on the impact of Lady Gaga.)
- Come Play With Me (Interviews with Yard Act and Brodka used as cover stories.)
- DIY (Glastonbury Dua Lipa Coverage, interviews, reviews)
- PopBase (Newsletter writer on Wednesday & Friday, hitting 9,000 inboxes a week. Festival content creator, award show content creator.)
- Fanatix SEO Specialist (Hitting front page for ticket sales globally.)
- Editor of Indie is not a Genre

## EDUCATION

**BIMM University (Manchester)**  
Bachelor of Arts - Music Journalism

1<sup>st</sup> Class Degree

## SKILLS

- *Content & Journalism: Music journalism, feature writing, editorial work, storytelling, pop culture research*
- *Digital & SEO: SEO strategy, social media management, newsletter creation, CMS (Substack, WordPress), audience analytics*
- *Creative & Multimedia: Copywriting, proofreading, multimedia content creation (audio, video, photography)*
- *Professional & Soft Skills: Project management, collaboration, communication, attention to detail, trend awareness*