



Shruthipriya Selvarajan

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Summary

I am a second-year Journalism student at the University of Sheffield.

I am interested in the digital side of journalism, such as in magazine, TV and content creation.

Experience

News Reporter

ShefLive

Feb 2021 - Jun 2021 (5 months)

Sourced and wrote local and international news stories online. Contacted individuals for interviews via social media, email and telephone. Conducted several interviews across various subjects from human interest stories. Reported news from Malaysia to an overseas audience. Created infographics and charts for news visuals.

Blog Writer

LoveMiHome

Mar 2022 - Apr 2022 (2 months)

Produced blog articles for the website. Researched thoroughly on sleep and other matters relevant to the company's brand.

Student Intern

Image & Style Plus Magazine

Apr 2022 - Apr 2022 (1 month)

Produced a complete 30-page magazine template on Canva. Researched on magazine advertisement prices and media packages. Produced a list of social media marketing strategies for TikTok and Instagram. Worked on producing content with a team member and collaborated on ideas together.

Content Creator

Freedom Row

Jun 2021 - Sep 2021 (4 months)

Created engaging and informative content on Modern Slavery Practices in the UK for social media platforms such as Instagram and Twitter. Researched on modern slavery in the UK and gathered data for publication. Designed social media posts using Canva. Brainstormed content on a monthly basis. Interviewed Modern Slavery relevant individuals to be produced into an article. Managed social media websites to ensure maximum engagement with followers and gain traction.

Blog Writer

Designer Friday

Apr 2021 - Apr 2022 (1 year 1 month)

Researched and pitched ideas with business owner to form engaging content. Produced several blogs around sustainability, fashion and body positivity published on their website accompanied with multimedia. Contacted other blogs for partnership opportunities via email and commenting on posts. Brainstormed new content with business owner each month and reviewed all edits.



Social Media Officer

University of Sheffield Journalism Society

Apr 2022 - Present (2 months +)

Newly elected social media officer.



Features Writer

ShefNews

Sep 2021 - Present (9 months +)

Pitched ideas for feature articles. Sourced and contacted relevant individuals for feature articles via email, telephone and social media. Conducted one-to-one interviews online and face-to-face. Researched online for statistical figures and supporting data for the article. Filmed and edited video content for a multimedia feature using Premiere Pro.



News Reporter

ShefNews

Sep 2021 - Present (9 months +)

Sourced and wrote local and current news stories online. Contacted individuals for interviews via social media, email and telephone. Conducted several interviews across various subjects from human interest stories to data stories both online and in-person. Created infographics and charts for news visuals. Filmed and photographed news events in Sheffield for news stories. Edited video footage for video news stories and recorded voiceovers.



Contributing Writer

Liberty Belle Magazine

Sep 2020 - Present (1 year 9 months +)

Researched and wrote articles for the Lifestyle section and Entertainment section of the magazine. Communicated with Editors to have articles posted out within set deadlines.



Treasurer

University of Sheffield Journalism Society

Sep 2021 - Present (9 months +)

Managed society accounts and kept a record of cash flow into the society. Approved reimbursement forms and submitted these to university staff. Pitched ideas for society events and collaborated on organising events for students.

Education



The University of Sheffield

Bachelor of Arts - BA, Journalism

2020 - 2023



Sunway College

A Levels

2019 - 2020

Licenses & Certifications

 **Essential Media Law & Court Reporting** - National Council for the Training of Journalists (NCTJ)

 **Shorthand 60wpm** - National Council for the Training of Journalists (NCTJ)

 **NCTJ Essential Journalism Gold Standard Qualification** - National Council for the Training of Journalists (NCTJ)

Skills

Adobe Premiere Pro • Burli • Canon DSLR • Teeline Shorthand • Court Reporting • TV News Production • Feature Writing • Tascam • Data Journalism