

## Cynera Rodricks

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Multimedia journalist producing digital-first news content in fast-paced newsroom environments. Experienced in breaking news, features and high-volume online publishing, with strong skills in reporting, interviewing, writing and sub-editing. Background across digital, radio and print journalism, with a clear understanding of web writing, SEO, audience engagement and digital publishing.

### CORE SKILLS

Breaking news reporting | Digital-first journalism | News writing | Research and interviews | Editing and proofreading | CMS | SEO | Multimedia storytelling | Media law

### EXPERIENCE

#### News Reporter | Mulberry Media, London | Feb 2023 – Present

- Reporting and writing digital-first news and feature content for online trade titles including Retail Sector, Accountancy Today and Hotel Owner.
- Working in an online-only newsroom, producing high-volume daily content for web audiences under tight deadlines.
- Covering breaking developments, business trends, technology, sustainability and industry change for a fast-turnaround digital publication.
- Researching and developing original angles and exclusive stories through company announcements, sector developments, reports and industry contacts.
- Interviewing senior business leaders and industry figures including Theo Paphitis, Ken Murphy and Andrew Goodacre to produce informed and engaging news stories and features.
- Publishing high-volume digital content, regularly producing up to nine stories per shift and two features per week.
- Sub-editing and proofreading copy to ensure accuracy, structure, consistency and adherence to house style before publication.
- Balancing speed with accuracy while managing multiple stories and deadlines in a fast-paced digital newsroom.

#### News Reporter | Riverside Radio, London | Jul 2022 – Jul 2024

- Produced and edited news copy for live and recorded bulletins, covering major stories including HM Queen Elizabeth II's funeral, the Taunton gas tragedy, and the Wimbledon school crash.
- Wrote and edited scripts to tight deadlines, ensuring clarity, structure and error-free delivery.
- Handled breaking and developing stories in a live newsroom, adapting scripts and updates as events unfolded.

#### News Reporter | Radio Harrow, London | Jul 2022 – Oct 2023

- Produced local news packages, scripted stories and conducted interviews highlighting community voices.
- Produced and published content across broadcast and digital platforms under tight deadlines, maintaining accuracy during live coverage.

#### Features Writer | Sunday Mid-Day, Mumbai | Feb 2021 – Aug 2021

- Produced lifestyle and news features, working with picture desks and designers to ensure accurate captions and effective page presentation.
- Contributed to front-page stories and supported final print production through fact-checking, error-checking and editorial review.
- Managed deadlines and multiple production tasks across sections in a fast-paced newsroom.

### EDUCATION

#### MA Multimedia Broadcast Journalism | University of Westminster, London | Sep 2021 – Sep 2022

- Contributed to Westminster World, a student-led digital publication, writing news stories, explainers and research-based articles for online audiences.
- Produced news vlogs and social media content, supporting digital storytelling and audience engagement on platforms including Instagram.
- Reported on national news, politics and current affairs including Nazanin Zaghari-Ratcliffe's return, Extinction Rebellion protests, Old Bailey court cases, PMQs and Mayor's Question Time.
- Produced radio and television documentaries, managing full production from research and scripting to filming and editing.

#### BA in History | St. Xavier's College, Mumbai | Jun 2017 – Mar 2020