

# SOPHIE PARROTT

JOURNALIST, EDITOR & CONTENT WRITER

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## PERSONAL STATEMENT

A talented and creative journalist, content writer and editor. An individual with a strong commitment to producing fresh, accurate and engaging multi-media content including news, features, long reads, podcasts, and video interviews. A first class journalism degree holder with strong networking capabilities, interviewing skills, SEO knowledge and planning and commissioning experience.

## JOURNALISTIC EMPLOYMENT AND EXPERIENCE

**Speak Media UK** October 2022 - Present

*Senior Content Writer*

- Writing content for Speak Media and on behalf of clients, such as Barclays, ISS and Parkinson's Life.
- Editing, proofreading and fact-checking copy.
- Helping to oversee and manage projects.
- Commissioning and briefing freelance writers.
- Drafting story pitches, ideation decks and scoping documents.
- Using platforms such as Mailchimp, Bitly and Hootsuite.

**Executive Grapevine International** August 2021- October 2022

*myGrapevine Editor (magazine & digital editor)*

- Overseeing content creation for myGrapevine magazine.
- Securing and writing exclusive cover feature interviews with HR leaders at brands including Twitter, Ocado Group and Greggs.
- Working with the design team to visually bring articles to life.
- Strategising with the team to boost reader experience.
- Forward features planning and editing copy.
- Writing daily membership content for myGrapevine+.

**Executive Grapevine International** March 2019 - August 2021

*Online Editor - HR Grapevine (HRGV)*

- Contributed towards winning HR and Benefits Publication of the Year at the 2020 Willis Towers Watson Media Awards.
- Shaping the daily news agenda and compiling the newsletter.
- Producing multi-media content including news, features, long reads, podcasts, video features and for the digital magazine.
- Helping to grow HR Grapevine's readership figures and increase engagement with the website.
- Hosting The HR Grapevine Podcast and chairing live webinars.
- Securing HR experts to speak at the HRGV Live Conference.

**Executive Grapevine International** July 2018 - March 2019

*Staff Writer - Executive Grapevine*

- Researching and writing content for Executive Grapevine's prolific portfolio.
- Liaising with PR agencies to line up exclusive interviews.

**The River Newspaper** January 2018 - April 2018

*Chief Layout Sub - Kingston University*

- Finalising flat plans and overseeing the creative process.
- Creating multi-media content such as online quizzes and a regular 'Kingston University (KU) Crush' column.

## JOURNALISM SKILL SET

- Multi-media content creation
- Hosting webinars and podcasts
- Editing and sub-editing
- Exceptional interviewing abilities
- Accurate transcribing skills
- Knowledge of UK media law
- In-depth research
- Time management and organisational skills
- Contacts and networking
- Commissioning experience
- Clean UK driving license

## DIGITAL JOURNALISM SKILLS

- InDesign and Photoshop
- Knowledge of Premiere Pro
- Bitly, Hootsuite and Mailchimp
- Twitter, Instagram, Facebook, LinkedIn
- Knowledge of CMS systems
- Effective use of SEO
- Proficiency using Microsoft packages (Word, Excel, PowerPoint)

## ACHIEVEMENTS

- HR and Benefits Publication of the Year at the 2020 Willis Towers Watson Awards.
- Shortlisted to take part in the Haymarket Project in 2016 to work with Ferrari.

## EDUCATION

First Class Bachelor of Arts with Honours in Journalism 2015 - 2018 Kingston University

- 3 A levels - English Language, Business Studies, Geography
- GCSE - 9 A\* - C

## WORK EXPERIENCE

- Drapers Online
- People Management/ Haymarket Media Group
- ESTILA

**References available on request.**