

Sophie Parrott

JOURNALIST

07473 640961
sophie_parrott5@hotmail.co.uk

PERSONAL STATEMENT

Final-year journalism student at Kingston University with three years of specialised experience in news and feature writing, magazine, fashion and digital journalism. Adaptable and ambitious individual keen to take on the daily challenges and rewards of working as a junior reporter.

JOURNALISTIC EXPERIENCE

The River Newspaper *January 2018- April 2018*

Chief Layout Sub

- Responsible for creating newspaper pages using InDesign.
- Overseeing the creative process and finalising flat-plans.
- Writing content for The River and Riveronline.

Drapers Magazine *September 2017*

Work Experience

- Writing fashion content for both print and online.
- Fact-checking and researching for news stories.
- Conducting telephone interviews for fashion profiles.
- Liaising with PR agencies and handling press releases.

People Management Magazine *May-June 2017*

Editorial Assistant

- Responsible for uploading stories to the magazine's CMS, scheduling monthly tweets, and creating Bitly's for the magazine's social media.
- Writing content for People Management and People Management Asia.
- Editing photos using Photoshop and designing magazine pages on InDesign.

ESTILA Magazine *May 2017*

Editorial Assistant

- Interviewing and writing articles for the digital magazine and website.
- Designing the 'Beautifully British' section of May's digital edit using InDesign.
- Attending trade shows and photoshoots.
- Editing photos using photoshop.

Espresso Magazine *September 2016- March 2017*

Creative Director

- Responsible for designing a student-run, coffee-culture magazine, *espresso*.
- Finalising flat plans and overseeing the creative process for the magazine.
- Worked as part of a team to nurture the magazine from concept to final production.

EMPLOYMENT

The Jolly Hog *January 2016- present date*

Catering Supervisor

- Responsible for the running of a food stall unit at The Oval, Twickenham Stoop, Winter Wonderland and at Tough Mudder events.
- This includes: briefing the team on health and safety procedures, cashing up the tills, and filling out the appropriate paperwork.

The Embankment Hotel *October 2013- September 2017*

Waitress and bartender

- Comfortable working in busy environments, coping well with table reservations as well as walk-in diners.
- Confident dealing with mystery diners and adhering to the 'steps of service'

ESSENTIAL SKILL SET

- News and feature writing
- Editing and sub-editing
- Transcribing and interviewing
- Extensive knowledge of UK media law
- Contacts and networking
- Clean UK driving license
- Shorthand speed of 60 wpm

COMPUTER SKILLS

- InDesign
- Photoshop
- Working knowledge of Premiere Pro
- Blogging and social media
- Experience with CMS system
- Proficiency using Wordpress
- Experience with SEO

ACHIEVEMENTS

- Shortlisted to take part in the Haymarket Project in 2016.
- Worked as part of a team on a social media project for Ferrari to help them celebrate their 70th anniversary and stand out at Goodwood Festival of Speed 2017.
- Carried out research and volunteered ideas to help Ferrari stand out amongst their competitors.
- This included designing mock-up Snapchat filters and coming up with other social media strategies to help them engage with fans.
- Presented our final idea to Ferrari.

EDUCATION

2015-2018

BA (Hons) Journalism
Kingston University

3 A levels- English Language,
Business Studies and Geography,
9 A*-C GCSEs

References available on request.