SOPHIE PARROTT

JOURNALIST, EDITOR & CONTENT PRODUCER

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PERSONAL STATEMENT

A talented and creative journalist, editor and content producer with a strong commitment to producing high-quality multi-media content. A first class journalism degree holder with business acumen and a proven track record of building key relationships and managing projects effectively. A skilled all round professional with a vast array of experience writing and editing copy for different industry sectors, audiences and clients.

JOURNALISTIC EMPLOYMENT AND EXPERIENCE

Speak Media UK October 2022 - Present
Senior Content Producer/ Acting Managing Editor
• Overseeing the copy team and managing projects to ensure that deliverables are produced in line with editorial guidelines, best practice principles and support overarching goals.
• Liaising with clients to obtain copy briefs, create delivery timelines and cost estimates and manage stakeholders.
• Researching, writing, editing, proofing and factchecking high-quality content for clients such as Barclays, ISS and Parkinson's Life.
• Training and mentoring copy team members to enhance writing, editing, quality control and client management skills.
• Commissioning and briefing freelance writers and editors.
• Using platforms such as Mailchimp, Bitly and Hootsuite to schedule and distribute content.

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.
• 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.
• 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
• 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 including online quizzes.

JOURNALISM SKILL SET
• Multi-media content creation
• Writing, editing, proofing and factchecking
• Hosting webinars and podcasts
• Exceptional interviewing capabilities
• Project management and organisational skills
• Contacts, networking and relationship building
• Creativity and idea generation
• SEO
• Social media experience
• Knowledge of UK media law
• Clean UK driving license

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

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.