

SOPHIE PARROTT

JOURNALIST, EDITOR & CONTENT PRODUCER

✉ sophie_parrott5@hotmail.co.uk

☎ 07473 640961

in <https://www.linkedin.com/in/sophie-parrott-b0a71112a>

📄 <https://sophieparrott.journoportfolio.com/>

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

- Researching, writing, editing, proofing and factchecking high-quality content for clients such as Barclays, ISS and Parkinson's Life.
- Supporting the Managing Editor to manage and deliver various projects on time and in line with client expectations.
- Working with the team to ensure a steady stream of creative content ideas that align with evolving client goals.
- 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.
- 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

- 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.