

POPPY ATKINSON GIBSON

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Commissioning Editor at the Daily Mail's weekly Inspire magazine, focusing on lifestyle, consumer, health and real life features with an MA in News Journalism from Cardiff University.

WORK EXPERIENCE

Daily Mail Commissioning Editor for Inspire magazine

February 2026 - present

- Commissioning and editing articles for the Mail's Inspire weekly supplement
- Finding and pitching exclusive and compelling stories and interviews with a strong news hook
- Crafting SEO-driven headlines across desktop, mobile and social media
- Producing exciting social media posts in line with the Mail's brand and tone
- Collaborating with writers to plan, write and publish stories from conception to final product
- Planning content to align with audience interests for timely, evergreen and relevant publication

Daily Mail Lifestyle Reporter

September 2025 - February 2026

- Produced engaging copy based on top stories of the day with real-life angles
- Worked on long-reads and reaction pieces to the news and trending topics from culture to human interest, health and sex and relationships
- Spearheaded video-led articles including first person pieces and vox pop interviews
- Work can be viewed here: [dailymail.co.uk/profile-3518/poppy-atkinson-gibson.html](https://www.dailymail.co.uk/profile-3518/poppy-atkinson-gibson.html)

Daily Mail Graduate Scheme

September 2023 - September 2025

- Wrote across several desks including Home News, Showbiz, Lifestyle and Features
- Live-blogged on topics from Eurovision to state funerals, tailoring tone to the event
- Produced reliable and informative copy that suited the voice of the desk I was on

The Cardiffian, Wales

October 2022 - April 2023

- Wrote exclusive Cardiff-based stories for News Journalism MA website and paper
- Work can be viewed here: [cardiffjournalism.co.uk/thecardiffian/author/atkinsongibson/](https://www.cardiffjournalism.co.uk/thecardiffian/author/atkinsongibson/)

EDUCATION

MA News Journalism

Sep 2022 - Aug 2023

Cardiff University

Gold Standard NCTJ Diploma, received the Sue Lloyd-Roberts Scholarship

BA History 2:1

Oct 2019 - Aug 2022

University of Oxford

SKILLS

- Pitching exclusive stories
- Interviewing and transcription
- SEO optimisation
- Working to deadline
- Utilising multimedia for stories

REFEREE

Katherine Spenceley, Editor of Inspire Magazine
Katherine.spenceley@dailymail.co.uk

PORTFOLIO

<https://poppy.gibson577.journoportfolio.com/>