

Poppy Atkinson Gibson

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MailOnline Trainee reporter coming to the end of the Mail's 2023 graduate scheme with an MA in News Journalism from Cardiff University School of Journalism where I received my NCTJ Gold Standard diploma.

Journalism experience

MailOnline, London September 2023-present

Writing across Daily Mail's online and print platforms and working across several desks including home news, showbiz, and features

- Found and pitched exclusive stories and interviews with a strong news hook
- Produced engaging copy that generated clicks, shares and comments
- Wrote first person features that were read more than 300,000 times
- Covered a range of topics from celebrity red carpet looks to reports on drug use and interviews on health complications
- Led live blogs for breaking news events and appeared on camera for video-led articles
- My work can be viewed here:

<https://www.dailymail.co.uk/profile-3518/poppy-atkinson-gibson.html>

The Cardiffian, Wales October 2022-April 2023

Writing for Cardiff University's News Journalism MA website and print paper

- Wrote exclusive Cardiff-based stories for university news site for print and online
- My work can be viewed here:

<https://cardiffjournalism.co.uk/thecardiffian/author/atkinsongibsonp/>

WalesOnline April 2023

Completed a week of work experience at WalesOnline as part of the news desk

- Researched and wrote news stories covering local people and SEO driven topics

Daily Mirror April 2023

Completed a week of work experience at Reach PLC on the social media team covering the Daily Mirror, Daily Star and others

- Re-shaped news lines for social media posts across different platforms and identified trends

Education

Cardiff University, Sep 2022 - Aug 2023

MA News Journalism and Gold Standard NCTJ Diploma, received the Sue Lloyd-Roberts Scholarship

University of Oxford, Oct 2019 - Aug 2022

BA History 2:1

Radyr Comprehensive School, Sep 2016 - Aug 2018

A Levels: English Literature, History, and Art A, Drama A*

GCSEs: 12 A-C including English A* and Maths A*

Skills

- Pitching exclusive stories
- Interviewing and transcription
- SEO optimisation
- Covering live and breaking news
- Appearing in videos for multimedia stories

Cuttings

- [I tried Britain's wokest roundabout that needs a three-minute explainer video to use – and it nearly cost me my life](#)
- ['They treated us like animals!' Mother whose dream holiday to Turkey was destroyed when her son was rushed into 'mortuary'-esque hospital with 'excruciating stomach pain' reveals worst things about emergency care abroad](#)
- [Who REALLY goes to sex parties? I went to an exclusive event in the sleepy British countryside with erotic dancers and a BDSM room - and was shocked at who I met](#)
- My portfolio: <https://poppygibson577.journoportfolio.com/>

Referee

Amie Gordon Head of News at MailOnline

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