

Lauren Cope

JOURNALIST



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EDUCATION

National Qualification in Journalism / 2016

Harlow College / NCTJ Level 3 Diploma in Journalism / 2013 to 2014

University of East Anglia / 2:1 in Law LLB / 2010 to 2013

Newmarket College / A*ABC in A-levels / Sociology, English Lit, Film Studies and French / 2008 to 2010

SKILLS

Content management systems

InDesign and InCopy

WeVideo editing software

Microsoft Excel and Word

Social media expertise and tools

Sub-editing, proofreading and newsdesk

Quick, accurate copywriting

120wpm shorthand

Blogging platforms

Photo editing software

Crowdsourcing tools

Search engine optimisation

Web analytics

Facebook Liveo and video filming

HOBBIES

Food blogger at www.peckishnorwich.com

Volunteer at Samaritans

Amateur watercolour artist

Keen reader

WORK EXPERIENCE

CHIEF REPORTER NORWICH

September 2018 to to present / Archant

I lead our Norwich coverage, overseeing our team of reporters and ensuring we are writing about what readers want to read. It is a digitally focused role, and relies heavily on analytics and data to better understand how to provide audience-led content. I tailor our writing to topics we know are important to our readers, as well as making sure we are following up and getting every angle out of our stories.

I also write a monthly opinion column and food column.

EDUCATION CORRESPONDENT

January 2017 to September 2018 / Archant

I covered local and national education decisions, as well as news and issues facing our 450-plus schools. I used social media regularly, sharing my stories with the large network of headteachers, teachers and unions on Twitter in particular. I take photos, edit videos and use SEO for my stories, making sure they are as well-read online as possible. I was shortlisted for Best Newcomer of the Year in the CIPR Education Journalism Awards 2017.

BROADS AND TOURISM CORRESPONDENT

January 2016 to January 2017 / Archant

As tourism correspondent, my role was to promote and challenge those working in one of the region's biggest industries. In what is generally considered to be quite a soft news patch, I generated many front pages and highlighted little-known issues. I covered the Broads Authority meetings, the public authority for the Broads, and the turbulent relationship it had with those living and working in the area.

JUNIOR / SENIOR REPORTER

February 2014 to January 2016 / Archant

For two years, I was the patch reporter for the A11 corridor, a rapidly growing area with several key communities for our readership. I was the main reporter on two weekly newspapers and covered the patch for our daily newspapers. I built up a strong network of contacts, attended all town council meetings and became well-known in the community. During this time I also organised our Stars of Norfolk Awards, an annual celebration of those in the county.

STUDENT JOURNALISM

Features editor at Concrete, UEA's student newspaper

Sub-editor at the Student Journals

Contributor to the Independent on student issues