

# Lauren Cope

JOURNALIST



## CONTACT

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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](http://www.peckishnorwich.com)

Volunteer at Samaritans

Amateur watercolour artist

Keen reader

## WORK EXPERIENCE

### EDUCATION CORRESPONDENT

January 2017 to present / Archant

I am the education correspondent at the Eastern Daily Press, Norwich Evening News and Archant Norfolk's weekly newspapers. I cover local and national decisions, news and issues facing our 450-plus schools.

I use social media regularly in my role, 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. My stories are often picked up by national outlets.

Alongside my main role, I cover breaking news, write a monthly opinion column and a monthly food column.

### 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