

# Gemma Nettle

## Journalist & Content Writer

Based in London

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[Portfolio](https://gemmanettle.journoportfolio.com/): https://gemmanettle.journoportfolio.com/

## About me

Organised journalist and content writer, proficient in writing and an adept audio and video editor. Experience in putting out news stories for online consumption and in print to tight deadlines.

Produced a range of stories for The Stage, Media Isle of Man, Empoword Journalism, Filmhounds and The Independent, including articles and breaking news on film, television, music and theatre, and longer features.

## Experience

**Fixflo** Content Writer & Marketing Assistant  
22/04/24 – Present

Craft engaging content ranging from marketing emails and blog posts to call-to-action messaging and ad copy. The role includes involvement in social media channels, liaising with stakeholders to get copy and final drafts approved when necessary, conducting research on audience trends, and harnessing AI tools to enhance content creation. Working alongside the digital marketing manager, I also optimise web pages for SEO.

**The Stage Media Company** Junior Reporter  
12/06/23 – 20/12/23

Produced theatre and performing arts focused news articles for two deadlines per day, a number of which go into the weekly newspaper, for a UK audience. Notable articles include a choreographer warning the performing arts is promoting a “climate of fear”, and news features on revolutionising ballet and how Greek theatre fits into the performing arts landscape.

**Media Isle of Man** Senior Reporter  
01/06/21 – 09/06/23

Wrote stories for three newspapers per week, including full page features and front page breaking exclusives. I also adapted my writing to create digital content and appeal to younger demographics on social media. Wrote news articles and a number of features covering breaking news, hard and soft stories, as well as partook in entertainment coverage for Island Life.

**Empoword Journalism** Entertainment Editor  
19/01/21 – Present

Overseeing and managing the entertainment section of the website by producing exciting content and working with writers to create compelling articles.

**Pulse Media Online** Editor and Reporter  
15/09/19 – 01/06/21

Managed a team of writers and the social media team. Produced articles for the website and edited volunteers' work.

## Education

**University of Central Lancashire**  
First Class Degree: Journalism BA (Hons)  
NCTJ diploma 2018 – 2021

**Ramsey Grammar School (Sixth Form)**  
A-Levels: English Literature, Drama, Sociology  
2016 – 2018

**Ramsey Grammar School (Secondary School)**  
GCSEs: English Literature, English Language, Science, Additional Science, Maths, Media Studies, French, Geography, Religion  
2011 – 2016

## Skills

Excellent interviewing technique. Having spoken to a number of notable figures and celebrities in the public eye as well as people in difficult circumstances, I understand how to put people at ease.

Competent in using SEO, proofreading and promoting articles on social media. Able to alter style depending on the audience.

Able to write concisely and with flair following two years in a senior reporter role at Media Isle of Man.

Proficient in Adobe Audition, Avid and Davinci Resolve audio and video editing systems.

Skilful in Wordpress, Microsoft Word, Powerpoint, Affino and Google Drive.

Strong leadership and teamwork by skills developed as editor at Pulse Media and Empoword Journalism.

Able to work under pressure and to tight deadlines. Strong research skills. Good understanding of media law.

Can track content performance through software such as Google Analytics and HubSpot.

## Social media

[LinkedIn](#)  
Gemma Nettle

[Instagram](#)  
@gemmanettle

[Twitter](#)  
@GemmaNettle

## Interests

Film and TV, creative writing, bass guitar