

Ella Robinson

Portfolio website: ellarobinson.journoportfolio.com

Experience

August 2022 – June 2023 Editor-in-Chief of *The Mancunion*/Student Media Intern at University of Manchester SU
Previously Managing Editor News and Current Affairs (2021/22) and Investigations Editor (2020/21).

- As Editor-in-Chief of the largest student publication in the U.K., I managed *The Mancunion*'s 7 News and Current Affairs and 8 Culture sections, ensuring biweekly print deadlines were met. This was a paid full-time position for a year.
- I transitioned *The Mancunion* to a multimedia outlet, leading to 18 multimedia interviews and reports, social-first breaking news coverage (46K views), and organized the first-ever live-streamed Students' Union election debates.
- We covered a range of stories, from breaking the news of a £9 million cost of living pay-out to a cover story interview with Noel Gallagher of Oasis. Our investigation which revealed UoM was continuing to fine students for drug possession despite its 'harm reduction' stance led to a policy change.

Awards

Fulbright-American University Award

I was selected by the Fulbright Commission and American University to study a fully-funded masters in investigative journalism and work as a graduate assistant supporting former Post writer Natalie Hopkinson.

U.K. National Awards (Student Publication Association):

We won 'Best Publication' (2022), 'Best Overall Digital Media', 'Best Newspaper Design', and 'Best Website' (2023).
I was highly commended 'Best Reporter' (2022) and 'Best Human Rights Story' (2021).

U.K. Regional Awards (Student Publication Association):

I won 'Best Journalist in the North' (2022) and was highly commended for 'Outstanding Commitment'. *The Mancunion* won 'Best Publication in the North' (2023).

2021 – Freelance features and investigative reporter

2023 For the *Manchester Mill*, *Sheffield Tribune* and *The Big Issue*.

- My [education agent investigation](#) for *The Big Issue* (a national U.K. magazine) was the Breakthrough Scheme's top-performing article online.
- I have written multiple enterprise stories for the *Manchester Mill*'s 51,000 subscribers. My "[outstanding exploration](#) of Manchester student life during the pandemic" was one of *Manchester Mill*'s [top 10 stories](#) of 2023.

Other journalism work experience and internships (U.K.)

- I received six months of training and mentorship as part of The Big Issue Breakthrough scheme (2023).
- I have done work experience at The Sunday Times Magazine, Capital FM, and across the Mill Media group.

Education

2024-2025 American University - **4.0 GPA**

MA Journalism and Public Affairs: Investigative Journalism

- Multimedia enterprise reporting - [video investigation](#) into D.C.'s failure to enforce its law on wheelchair-accessible taxi availability, leaving wheelchair users stranded.
- [Local news reporting](#) and accompanying social-first videos. Coverage of scheduled events on deadline - on-the-day reporting of [Congress hearings](#), [Supreme Court](#), and [election](#).
- Trained in AP Style, Premier Pro, Sony Z-150 camera, graphics creation, public records requests.
- One of the top students in Reporting for Public Affairs and Community News Reporting according to the Dean's office.

2019-2024 University of Manchester - 34 in the QS World Rankings.
BA Social Sciences (Politics and Sociology) with Professional Experience

- First Class with Honors - equivalent to 4.0 GPA.
- My dissertation (thesis) was on the importance of representation in developing regional identity.

Reporting

- Written for a [range of sections](#), including features, investigations (for national and local media), news, sport, film, music, and theatre (for *The Mancunion*).
- Edited and published 336 articles as Managing Editor of *The Mancunion* for News and Current Affairs (2022) for our 540,000 online readers.
- Oversaw our multimedia breaking news coverage of building occupations by UoM students: *ITV Granada* picked up the story from our coverage and the *Manchester Evening News* called us to find out what was happening on the ground.

Training

- Elected as the Student Publication Association's Training and Opportunities Officer supporting 200 publications nationwide.
- Organised the largest ever national SPA conference (2024) with 240 delegates, and the first Irish Regional Conference.
- Created the *Mancunion* mentor scheme, connecting 20 *Mancunion* alumni with current students.
- Asked to judge and present Amnesty Media's Student Journalist of the Year Award.

Digital marketing

- Seven years of marketing experience in a deadline-driven environment. Working as a project manager, UX design consultant, and in digital PR for Fluid Ideas (2015-2022).
- Part of Fluid Ideas' social media team collaboratively running over 50 accounts - joining and creating online communities to grow them organically, as well as with paid ads.
- Organizing photoshoots across the country, booking models, curating the shot list ahead of shoots. Acting as a runner or photographer's assistant on the day for Fluid Ideas.