

## **Danielle Lett**

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### **Profile**

An experienced journalist and writer who has worked across a number of consumer and trade magazine titles, as well as regional newspapers.

### **Employment History**

#### **Bauer Media, London (April 2023 – Present)**

##### **Features Writer**

My current role as Features Writer sees me create content for a number of titles across Bauer Media's Real Life portfolio. My responsibilities include:

- Conducting interviews and writing features for a variety of weekly and monthly titles while adhering to multiple strict deadlines.
- Using Monday.com and WW Assets to create whole feature packages, as well as sourcing images.
- Turning agency copy into a publishable standard, being aware of legal risk and IPSO editorial code, and conducting re-interviews and readbacks where necessary.
- Regularly checking daily and weekend newspapers in order to seize opportunities for real life stories.
- Sourcing and filling regular sections across titles including photo, letter and tips pages.

#### **Newsquest (formerly Archant), Ipswich (March 2020 – March 2023)**

##### **Digital Features Writer**

My role as Digital Features Writer saw me write features for the print and online versions of the East Anglian Daily Times and Ipswich Star. My work was also regularly featured in sister publications such as the Eastern Daily Press and Suffolk Magazine. My responsibilities included:

- Pitching and writing features, food reviews and opinion pieces that cover a variety of topics including lifestyle, health, history, and food.
- Arranging and writing interviews with high-profile figures and celebrities.
- Adhering to strict print and online deadlines, often producing copy required for the same day.
- Utilising skills in SEO and social media in order to ensure digital content is high-performing and reaching target audiences.
- Editing copy using Adobe InCopy and InDesign.

#### **Colchester Institute, Colchester (October 2019 – March 2020)**

##### **Publications Marketing Officer**

My role as Marketing Officer saw me managing the Publications team within Colchester Institute's Marketing Department, promoting and raising awareness of the college. My responsibilities included:

- Writing copy for publications, campaigns and publicity materials in order to promote the college.
- Working with the Graphic Designer to produce promotional print and online materials for a range of audiences including prospectuses, newsletters, banners, and advertising campaigns.
- Creating and managing the publications schedule and advertising budget.

## **Hubert Burda Media UK, Colchester (August 2018 – September 2019)**

### **Deputy Editor**

My role as Deputy Editor saw me assisting the Editor with the running of B2B title Essential Kitchen & Bathroom Business. My responsibilities included:

- Writing features and regular pages, assisting the Editor by consistently generating and developing ideas.
- Editing and fact-checking copy written by the Features Editor and freelancers.
- Deputising in the absence of the Editor by managing the editorial team, ensuring deadlines were met.
- Commissioning freelancers and sorting any respective invoices.
- Editing magazine pages using Adobe InDesign.
- Managing the magazine's social media accounts, regularly updating them via Hootsuite and Tweetdeck.
- Representing the magazine by attending industry events, press trips and trade fairs in the UK and abroad.

## **Aceville Publications, Colchester (September 2015 – August 2018)**

### **Deputy Editor**

My promotion to Deputy Editor from Editorial Assistant at Aceville in October 2016 saw me carrying out the same responsibilities in my prior role, with a strong focus on the following:

- Writing features and regular pages, including news spreads and product pages.
- Commissioning and editing features from external freelancers and regular columnists.
- Assisting the Editor with the magazine's budget by collecting and sorting invoices.
- Flatplanning and writing coverlines for both the main magazine and its covermounted supplements.
- Single-handedly organising, styling and directing photography shoots.

### **Editorial Assistant**

My role as Editorial Assistant from September 2015 to October 2016 saw me working across various titles, including Homemaker Magazine, Let's Knit and Soul & Spirit, undertaking the following tasks:

- Researching and writing features and regular pages, interviewing relevant figures where necessary.
- Seeing these pages through all stages of production alongside the Editors and Deputy Editors, from proofreading to assisting the designers, utilising skills in Adobe InDesign.
- Liaising with designers, advertisers and contributors in order to facilitate the production of the magazines.
- Overseeing social media for the magazines, as well as generating unique online content with engaging SEO such as blogs and quizzes.
- Sourcing and organising competitions worth thousands of pounds for the magazines.

## **Education**

### **De Montfort University, Leicester**

**(September 2012 – June 2015)**

BA (Hons) in Journalism (NCTJ) – 2:1

NCTJ qualifications obtained include Production Journalism and Essential Public Affairs

### **Tendring Technology College, Frinton-on-Sea, Essex**

**(September 2005 – June 2012)**

3 A-levels: Psychology (A), English Literature (B), Law (B)

10 GCSEs, grades A\*– C, including Maths and English

## **References**

Available upon request.