

DAISY COUTURE

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DETAILS

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LINKS

[LinkedIn](#)
[JournoPortfolio](#)
[Blog](#)

SKILLS

Content creation
Proofing and editing
Interviewing
Improving SEO
Public Speaking
Customer experience
Adobe InDesign
WordPress

PROFILE

Driven individual with 2+ years of journalistic experience. Highly proficient at writing, editing and interviewing. Seeking to leverage skills to contribute towards high quality journalism at a regional newspaper whilst earning NCTJ qualification.

RELEVANT EXPERIENCE

Work Placement at Rutland and Stamford Mercury

December 2024 — December 2024

- Authored 11 articles for the print edition and LincsOnline website.
- Conducted phone interviews with 2 members of public.
- Identified stories with the most local appeal to maximise SEO.
- Learned the basics of shorthand.

Work Placement at The York Press

October 2024 — October 2024

- Researched and compiled relevant material for a What's On story.
- Submitted an original news article for The York Press website.
- Contributed to in-person interviews with 2 local figures of interest.
- Pitched story ideas for both regional and national topics.

Comment Editor at Nouse

October 2024 — Present

- Write and edit features and long-form opinion articles.
- Generate and pitch original story ideas for trending topics.
- Lead a small editorial team and supervise a wider team of writers.
- Navigate Adobe InDesign to create appealing graphics and layouts for print articles.

Lifestyle Editor at The Independent

April 2024 — Present

- Edit articles spanning a variety of topics in opinion and lifestyle including travel, fashion and food.
- Edit headlines, content and tags to improve SEO for optimal online traction.
- Communicate with and manage deadlines of up to 6 writers at once.
- Navigate WordPress to upload content online.

News Editor at Nouse

September 2023 — October 2024

- Wrote and edited 15 high quality news articles under tight deadlines.
- Covered a variety of topics in hard news as well as city and campus news.
- Executed 7 interviews with high-profile figures including the Mayor of North Yorkshire.
- Managed own and others' deadlines during high-octane periods.

Online blogger

May 2023 — Present

- Showcase a more relaxed style of writing in the form of thoughts, feelings and opinions.
- Create trending content to improve SEO for optimal online traction.
- Thoroughly research specific topics to a meticulous standard.

- Effectively manage time and self-motivate.

WORK EXPERIENCE

English Department Ambassador at University of York

February 2024 — Present

- Demonstrate proficiency in public and persuasive speaking.
- Encourage prospective students and parents to consider the University and English course.

Volunteer Sales Assistant at British Heart Foundation

September 2021 — March 2022

- Handled customer requests, refunds and queries.
- Communicated with a small commercial team to effectively increase sales.

EDUCATION

Bachelor of Arts in English, University of York

September 2022 — June 2025

- Current third-year undergraduate student on track to achieve a high 2.1 grade.

A-Levels, Kesteven and Sleaford High School

September 2019 — June 2021

- English Literature (A), Psychology (A), History (B).

COURSES

Breaking News Workshop, News Associates

April 2023

- Learned the fundamental structure of a news story.
- Responded effectively to a breaking news story.
- Wrote a time-sensitive and reader-friendly breaking news report.