

NICOLE HAYNES

Gold-Standard NCTJ Journalist | SEO Specialist

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London, UK

SUMMARY

NCTJ-qualified journalist with a proven track record in reporting and driving SEO success, increasing content traffic by 86.3% and channel revenue by 900%. Skilled in managing editorial workflows, producing high-quality news content for major outlets like CNN Underscored, and adept at writing, editing, and content strategy. Experienced in using a strategic, data-driven approach to enhance audience engagement and deliver compelling stories.

EXPERIENCE

SEO Executive

CNN Underscored

08/2023 - Present London, UK

- Developed and executed a comprehensive SEO strategy for CNN Underscored, achieving an 86.3% increase in organic traffic to my channel within six months.
- Managed the Loans and Mortgages channel, overseeing 30+ articles monthly to drive consistent growth and engagement.
- Led weekly alignment meetings with editorial and monetization teams to ensure content was fully optimized and strategies remained cohesive.
- Achieved a 900% increase in channel revenue from January to August 2024 by implementing targeted and effective SEO strategies.
- Conducted keyword research, on-page SEO optimisation, content creation, and competitor analysis.
- Generated monthly performance reports breaking down conversion rates and audience behaviors, aiding in timely strategy pivots.

Growth Intern

Marketplace Ltd

02/2023 - 08/2023 Remote

- Contributed to personal finance content development through writing, SEO, research, and marketing.
- Optimized articles for engagement, utilized tools like Ahrefs and Google Search Console to improve search performance, and managed content publishing on WordPress.
- Conducted competitor research, coordinated with freelance writers, and assisted in building websites with integrated SEO schema to enhance visibility.

Freelance Reporter

Various Publications

01/2022 - Present Remote

- Experienced freelance writer and content creator, specializing in news reporting, feature writing and live events coverage.
- Expertise in writing, research, and digital content production, including social media management and multimedia storytelling.
- Strong editing skills, with a focus on thorough research and fact-checking.
- Experienced in conducting interviews with diverse individuals and presenting on camera to deliver engaging, in-depth stories.
- Excellent attention to detail, time management, and adaptability in fast-paced environments ensure the delivery of high-quality, timely content.

SKILLS

SEO Google Analytics Wordpress Ahrefs Media Law

TikTok Canva Press Releases IPSO Ethics Reporting

Social Media Management Interviewing Data Journalism

KEY ACHIEVEMENTS



Lead a Successful SEO Strategy

Instrumental in redesigning e-commerce SEO strategies for Loans and Mortgages, resulting in a 900% increase in channel revenue.



Achieved NCTJ Gold-Standard

Achieved an NCTJ Gold-Standard diploma at the UK's top journalism school while working full-time in SEO, demonstrating strong time management and dedication.

EDUCATION

NCTJ in Multimedia Journalism

News Associates

10/2023 - 07/2024 London, UK

- Graduated with Gold-Standard diploma, including an A in my portfolio.

BA (Hons) Drama and English

Univeristy of Birmingham

10/2020 - 06/2023 Birmingham, UK

- Graduated with a 2:1.

VOLUNTEERING

Music Journalist and Content Creator

The New Age Magazine

2023 - Present

- Promoting music by female and non-binary artists from the UK and Ireland, by researching, pitching, and creating in-depth articles.
- Attended Truck Festival 2024, liaising with artists and managers to arrange and conduct interviews. Created content and posts for the site's social media accounts corresponding with festival performances.

Publicity Officer

Birmingham University Dance Society

2020 - 2021

- Managed social media accounts, designed digital content (posters, programmes, infographics), and coordinated society kit distribution to 565+ members.
- Organized and ran society stalls at campus events, supported the annual £30,000 show, and assisted with competition preparation.

COURSES

Girls in Marketing - Digital Marketing Internship 2023

A three-day digital marketing program covering strategy, SEO, personal branding, social media, video content creation, productivity, and coding in marketing.