

LUCY WILCOX



ABOUT ME:

As an NCTJ accredited multimedia journalist my skills range from excellent communication, PR and social media to radio and broadcasting. I am a creative and ambitious individual who brings passion into all facets of my work life. I pride myself on taking a proactive approach to working by being highly organised, bursting with ideas and always demonstrating a willingness to learn something new.

EDUCATION:

- **University of Sheffield** • BA Journalism Studies • First Class Honours
- **Varndean College** • A* Media Studies, A* Sociology, A English Literature and Language

SKILLS:

- Tiktok • Instagram • Social campaigns •Google Analytics •Adobe Premier Pro • Adobe Audition • Burli • Youtube • SEO •Hootsuite • Canva •MS Office • Wordpress • NCTJ • Audacity • Editorial • 60 WPM Shorthand • Adobe Indesign • Adobe Photoshop • Pitching •Reaper •MyriadPro

CONTACT:

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Based in Sheffield

EXPERIENCE:

DirectHer Magazine • Head of Social Media and Editor

2023 November-2024 June

- Curated and developed the DirectHer brand through visually creative and viral social media campaigns via TikTok and Instagram.
- Managed multiple social media channels and content planning as well as monitoring analytics and trends to increase engagement.
- Led on section editing and communications with interviewees to maintain the brand's creative direction and nurture a loyal, reliable audience.

Bauer Media • Freelance Journalist • Greatest Hits Radio

2023 December-Present

- Fulfilled freelance shifts as a reporter for the East Yorkshire and North Lincolnshire patch sourcing local stories, conducting interviews, scripting and editing bulletin content.
- Worked well in a wide-ranging team- adapting to the fast-paced and pressured environment effectively to make output seamless and timely.

Bauer Media • Radio News Mentee • Greatest Hits Radio

- Accomplished placement in Leeds where I pitched original ideas, completed interviews, Vox pops, wrote scripts, edited audio which featured on-air.
- Took initiative to shadow and understand a wide range of roles at Bauer including reporters and bulletin editors.
- Read bulletins for West and South Yorkshire abiding Bauer conventions.

ITN • Runner and researcher • The Jeremy Vine Show

2023 September

- Shadowed researchers and producers to create a live show output everyday under a tight deadline.
- Generated ideas in news briefings, prepared panellists appearing on the show, put together story briefs and sourced interviewees for air.
- Partook in production runner duties such as collecting and briefing guests, preparing props and helped to maintain the smooth running of production.

MultiStory Media • Researcher placement • ITV Tonight

2023 September

- Research tasks consisted of fact-checking, collecting data, background and profile information for interviewees and talent.
- Supported the development of new ITV Tonight programmes
- Attending and producing ideas at development meetings and brainstorm.

Seahaven FM • Radio News Journalist • @seahavenfm

2023 June-September

- During my time at the station, I individually set up their news provision within a close-knit team adhering to Ofcom journalistic standards.
- The role consisted of original story research, interviews, presenting and editing the content for their weekly news programme directed at local news across East Sussex.
- Developed a clear, authoritative on-air voice and the ability to adapt delivery style to suit different program formats.

PERSONAL PROJECTS :

Digital Marketing Internship Programme • Girls In Marketing

2024 September

- Attended and took part in a range of marketing lectures and group activities developing knowledge in SEO, creative campaigns, and social media marketing.

Forge Radio • Deputy Head of News • @Forgeradio

2023 September-2024 July

- Producing and hosting a weekly live news radio show utilising MyriadPro software.
- News gathering for stories, interviewees and creative content.
- Organisation of press days such as Student Union Elections and Varsity.

I Can't Keep This This to Myself • Podcast • Producer and Presenter • @ickttmpodcast

2022 March-Present

- Recording on a routinely basis with niche ideas that contribute to our personal brand.
- Editing and producing episodes on Adobe Audition for output on Spotify.
- Monitoring analytics in order to drive up audiences through social media posting.

Liberty Belle Magazine • Social Media & Entertainment Editor • @LibertyBelleMag

2022 September-2024 June

- Work creatively on Canva to design social media posts which drove up reach and notify our audience about events, opportunities and our content.
- Formulate topical pitches to contributors and edit individuals' creative work to suit the brand.