

Holly Victoria Downes (she/her)

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Biography

A NCTJ-qualified journalist with 3 years' experience in the media industry. With a proven track record of high editorial standards and a dynamic approach to work, my enthusiasm for learning and capacity for growth has driven my professional confidence as a Durham University graduate. You can access my portfolio of work [here](#).

Skills

- Proficient in SEO, CMS, Excel, Word, Powerpoint, Canva, CapCut, Adobe, Woodwing	- Commercial and brand awareness
- Strong visual eye	- Pitching creative, on-brand content
- Critical and analytical thinker	- Sharp understanding of trends
	- Social media content creation
	- Interviewing celebrities

Qualifications

Loreto College, St Albans

September 2012 - May 2020

9 GCSEs: English Lit (9), English Language (9), Maths (6)

A-levels: English Lit (A*), Psychology (A*), Geography (A), EPQ on journalistic right of expression VS rights to privacy (A*)

Durham University, Durham

October 2020 - July 2023

BA English Literature and Philosophy Joint Honours Degree, 2:1 (69.4%)

- Achieved 1st (74%) in English Literature Dissertation on Post-War Dystopian fiction
- Editor and writer for the student newspaper, *Palatinate*, and magazine, *Indigo*, from 2020 - 2023
- Co-Creative Director of *The Compass Charity Fashion Show*, 2022
- Vice-President of *Durham University Yoga and Pilates Society*, 2023

NCTJ Level 4 Diploma in Magazine Journalism, London

October 2023 - October 2024

I hold a Gold Standard (A) qualification in the NCTJ. This qualification was curated by the *Mark Allen Group*, and modules included: Media Law and Ethics, Business of Magazines, Editorial Portfolio, and Editing skills.

Experience

Bauer Media, London - Content Creator for Heat, Bella, Closer, That's Life! and Take A Break

April 2025 - April 2026

I was a writer covering fashion and beauty pages for a selection of lifestyle magazines. My role included pitching, researching, and writing fashion and beauty features to weekly print deadlines; contributing to digital websites; managing the fashion cupboard; interviewing and styling celebrities; assisting on shoots; managing call-ins and returns; handling administrative tasks; liaising with art and sub-editing desks; representing brands at events; and maintaining relationships with PRs.

Mark Allen Financial Media, London - Financial Reporter for PA Future

September 2023 - February 2025

I was a financial reporter for *PA Future* as part of the *Mark Allen* Graduate Scheme 2023. In this role, I was responsible for the day-to-day running of the website, including sourcing, writing, and uploading data-driven, SEO-friendly articles via CMS; creating newsletters using Google Analytics; pitching ideas in editorial meetings; conducting written and video interviews; recording episodes for the ESG Out Loud podcast; attending industry events; and expanding my industry contacts.

Palatinate Durham Student Newspaper, Durham - Comment Editor

October 2020 - July 2023

I held the roles of Travel Editor (2021), Deputy Comment Editor (2022), and Comment Editor (2023) for *Palatinate* newspaper and *Indigo* magazine. In these positions, I commissioned, edited, and uploaded articles using CMS; attended weekly editorial meetings; pitched article ideas; managed print deadlines and teams; laid up articles for print using InDesign and Photoshop; applied the Editors' Code of Practice to editorial decisions; and remained informed on local, national, and international affairs.

Interests

Alongside my work, I am an avid writer, reader, traveller, and yoga enthusiast.

I am a yoga teacher after qualifying last March and regularly teach during the weekdays and weekends. Alongside this, I express my love for reading and writing through multimedia platforms, including Substack, where I run *In The Spotlight*, a weekly digest spotlighting my fashion/beauty led thoughts, and my personal blog, [butterflies](#), and [TikTok](#), including my 'lets keep fashionably updated' series, where I share my top five articles of the week.

Beyond this, my interests span wellness, travelling, reading new books, discovering new art exhibitions, and curating my wardrobe.