



REBECCA WHALLEY

JOURNALIST

CONTACT

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📍 London

🌐 <https://rebeccawhalley.journopotfolio.com/>

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SKILLS

- Video Production and Editing using Adobe software
- Writing and Editing
- SEO
- Social Media
- Website Management
- CRM

CERTIFICATIONS

- SEO Certified: HubSpot Academy
- Inbound Marketing: HubSpot Academy
- Level 3 Award in Emergency First Aid at Work (RQF)

LANGUAGES

- French (Intermediate - B1)

PROFILE

I am an adaptable multimedia journalist with experience in video, digital, social media and print journalism. Working in journalism and marketing has provided me with a range of editorial, digital and interpersonal skills. My background in academia has allowed me to develop expertise in research and critical thinking while prioritising accuracy and balance.

I am currently undertaking an NCTJ Diploma in Multimedia Journalism, through which I am gaining expertise in a range of journalistic mediums, as well as in shorthand, media law and court reporting.

I pride myself on my personalism and my ability to work both independently and collaboratively.

EXPERIENCE

- **London Live** SEP 2024 - PRESENT
Intern
 - Researching and creating video content for London Live's social media accounts
 - Finding and helping to write stories for the evening news programme
- **South West Londoner** SEP 2024 - PRESENT
Reporter
 - Researching and writing news content for the South West Londoner newspaper
 - Balancing clear and interesting writing with SEO-led content
- **52 Lives** SEP 2021 - PRESENT
Writer, Editor and Web Developer
 - Creating and editing webpages through WordPress, writing articles for the website and creating engaging visual content for social media
- **The Oxford Student** JAN 2024 - AUG 2024
Section Editor
 - Pitching, writing and editing a range of content for the Culture and News sections of the newspaper
 - Helping with the lay-in of the paper for publication
- **Optimas Solutions** AUG 2022 - SEP 2023
Marketing Executive
 - Writing and editing content for the website, social media and physical marketing material
 - Creating SEO-optimised copy
 - Managing the company website, with a keen focus on SEO and UX
 - Significantly improved traffic to the website, and content played a key role in securing deals for the company

ACHIEVEMENTS

- Nominated for Best Lifestyle Piece by Student Publication Association
- Nominated by Redbrick for the Best Editorial Assistant award
- THREAD Award winner at Optimas Solutions for covering the workload of the open role for my line manager, also for "continuing to write outstanding industry blogs and literature, develop new and exciting targeted customer vertical campaigns and collateral across multiple platforms".
- ARSM Diploma in Singing
- Music Scholar at University of Birmingham

Redbrick Newspaper

SEP 2020 - AUG 2022

Writer and Editorial Assistant

- Writing and editing articles for the Travel section
- Editing others' work as an Editorial Assistant, and helping with lay-in
- Nominated for Best Lifestyle Piece Award by the Student Publication Association
- Nominated by Redbrick for the Best Editorial Assistant award

Young Journalist Programme - InvestIN

APR 2018

Student

EDUCATION

University of Oxford

2023-2024

Master of Studies in English (1550-1700)

- Classification: Merit

University of Birmingham

2019-2022

BA Hons (English)

- Classification: First

Dover Grammar School for Girls

2012-2019

A Levels History, English, Religious Studies

- Grades: A*, A*, A