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📍 London

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

🌐 <https://www.linkedin.com/in/rebecca-whalley-baa588208/>

SKILLS

- 100 wpm shorthand
- Video editing (Premiere Pro, DaVinci Resolve)
- SEO expertise
- Media law (89% in NCTJ law exam and 100% in IPSO exam)
- InDesign
- Fundamental Photoshop skills
- Social media and web analytics (HubSpot, Google Analytics)

CERTIFICATIONS

- Gold Standard NCTJ Diploma in Multimedia Journalism - News Associates
- SEO Certified: HubSpot
- Inbound Marketing: HubSpot
- Level 3 Emergency First Aid at Work (RQF)
- Full driving licence

LANGUAGES

- French (Intermediate - B1)

EDUCATION

- University of Oxford - Master of Studies in English (1550-1700) - Merit
- University of Birmingham - BA English (Hons) - First

ACHIEVEMENTS

- Nominated for Best Lifestyle Piece by Student Publication Association
- Nominated by Redbrick for the Best Editorial Assistant award
- Optimas THREAD Award recipient

REBECCA WHALLEY

JOURNALIST

PROFILE

I am an adaptable NCTJ Gold Standard digital and video journalist with a range of editorial, technological and interpersonal skills. I pride myself on my personalism and my ability to work both independently and collaboratively.

EXPERIENCE

- **The Sun and the Daily Star** FEB 2025 - PRESENT
Freelance reporter (shifts)
 - Pitching and writing stories in house style for The Sun's paper and both publications' digital news sites, interviewing tipsters for stories
- **The Londoners** SEP 2024 - FEB 2025
Reporter
 - Researching and writing news content for The Londoners' digital news sites, as well as producing video and data-led stories
 - Balancing clear and original 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
- **London Live** SEP 2024 - JAN 2025
Intern video journalist
 - Filming and editing video content for London Live's social media accounts and evening news TV programme
 - Interviewing charity executives, politicians and members of the public
 - Attending premieres and conducting vox pops
- **The Oxford Student** JAN 2024 - AUG 2024
Section editor
 - Pitching, writing and editing content for the culture and news sections of the newspaper
 - Helping with the lay-in of the paper for print
- **Optimas Solutions** AUG 2022 - SEP 2023
Marketing executive
 - Writing and editing SEO content for the website, social media and creating physical marketing material. Boosted LinkedIn following by 60%
 - Managing the company website and optimising user experience, with content playing a key role in securing deals for the company

References:

- Tom Holmes, editor, The Londoners - tholmes@beatmediagroup.co.uk
- Lucy Dyer, editorial development manager, News Associates - ldyer@newsassociates.co.uk