

DEMI CERY'S CADDY

Multimedia Journalist

Location: South Wales, UK

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Linkedin: www.linkedin.com

Portfolio: <https://demicaddy.journoportfolio.com>

An adaptable and versatile Investigative Journalist, well-versed in story sourcing, researching, and writing. Passionate about ethical journalism, uncovering hidden truths and creating media content that is both informative and engaging. Master's degree level education which covered news values and provided knowledge of how to practice accurate, ethical, and informative journalism. Diverse skillset with experience ranging from researching and developing in-depth written content to interviewing members of the public and producing documentary films.

Work Experience

South Wales Argus

Gwent, UK

Freelance Journalist

March 2025 - Current

- Sourced and pitched regional stories and corresponding photographs.
- Published a variety of stories, both online and in print, with some making the front page.

The Workshop LTD

Remote, UK

Market Researcher and Branding

Sept 2024 - Current

- Collated market research to build the brand and define the target audience.
- Utilised software such as Wix to develop a website and Canva to create appropriate content.

Newsquest Media Group

Newport, UK

Temporary Reporter

December 2024 – January 2025

- Published various articles for the South Wales Argus newspaper.
- Familiarised myself with the necessary software's and dynamics of a working newsroom.

Self-Employed

Cardiff, UK

Documentary Filmmaker

October 2022 – July 2024

- Published various articles for the South Wales Argus newspaper.
- Familiarised myself with the necessary software's and dynamics of a working newsroom.

TLC Welfare

UK

Welfare Worker

Aug 2019 – Aug 2024

- Responded calmly to manage crises and emergencies, caring for members of the public.
- Safeguarded client information with strict adherence to privacy and data security policies.

TKD Leisure

Remote, UK

Online Content Writer & Researcher

Jul 2021 – Jul 2023

- Produced high-quality, impactful content to strict deadlines, consistently meeting brand standards.
- Wrote quickly and accurately to achieve high-volume content targets.

Key Skills

- | | | |
|-------------------|--------------------------|-----------------|
| • Adaptability | • Investigative Research | • Storytelling |
| • Sourcing | • Project Management | • Fact-Checking |
| • Article Writing | • Critical Thinking | • Editing |
| • Communications | • Content Creation | • Interviewing |

Master's Degree in Digital Documentaries: Passed in 2024.

Cardiff University

Bachelor's Degree in Journalism, Media, and Sociology: Graduated with a 2.1 in 2022.

Cardiff University

4 A-Level Qualifications

Crosskeys College 2015-2018

Subjects: Sociology, Media Studies, Religious Studies, and Welsh Baccalaureate