

DEMI CERY'S CADDY

Multimedia Journalist

Location: South Wales, UK

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

An adaptable and versatile multimedia journalist, well-versed in story sourcing, researching, writing, and creating multimedia content. Passionate about ethical journalism, uncovering hidden truths and creating media content that is both informative and engaging. Master's degree level education with knowledge of news values, media law, ethical journalism, and Ofcom code. A dynamic worker with a diverse skillset and experience ranging from researching and interviewing to publishing news articles and producing documentary films to be submitted to national film awards. A self-motivated worker and keen learner, driven by the desire to enlighten the wider public about the complexities of the world around them through compelling storytelling and quality journalism.

Work Experience

Newsquest Media Group

Newport, UK

Temporary Reporter

December 2024 - Current

- Identified newsworthy story's, interviewed suitable contributors, and published various news articles.
- Familiarised myself with the necessary software and dynamics of a working newsroom.

The Workshop LTD

Remote, UK

Market Researcher and Branding

Sept 2024 - Current

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

Self-Employed

Cardiff, UK

Documentary Filmmaker

Jan 2023 - May 2024

- Identified newsworthy stories, investigated complex topics, and created various forms of content.
- Pitched ideas, managed projects, collaborated with others to produce documentary films.

TLC Welfare

Various locations throughout UK

Welfare Worker

Aug 2019 – Aug 2024

- Safeguarded the public with strict adherence to privacy and data security policies.
- Maintained professional relationships and managed significant responsibilities.

TKD Leisure

Remote, Cardiff

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.

JLR Automotive

Remote, UK

Admin Assistant and Content Writer

Sept 2016 – Sept 2022

- Examined, scanned, and input information in the appropriate software systems.
- Wrote up past reports concisely and understandably.

Key skills

- | | | |
|---------------------------|--------------------------|-------------------------------|
| • Interviewing & Sourcing | • Video & Audio Editing | • Multimedia Content Creation |
| • Investigative Research | • Communication | • Critical Thinking |
| • Writing | • Project Management | • Curiosity & Self-motivation |
| • Story Sourcing | • Narrative Storytelling | • Adaptability |

Higher Education

Master's Degree in Digital Documentaries

Cardiff University

Recently completed course that involved independently producing various short films.

2022-2024

Bachelor's Degree in Journalism, Media, and Sociology

Cardiff University

Graduated with a 2.1 Classification.

4 A-Level Qualifications

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

2018-2022

Crosskeys College

2015-2018