

Isabel Hensby

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[Linked In](#)

[Portfolio](#)

I am keen to showcase my multimedia journalism skills whilst gaining experience working as part of the planning team at Channel 5 News. I can demonstrate excellent former experience working in a newsroom environment that will add value to your team.

EDUCATION

2020-2021 MA Journalism, University of the West of England

Modules include: Multimedia Journalism, Advanced Media Law, Investigative Journalism

2017-2020 BA (Hons) Creative Writing and Drama Studies, Bath Spa University

A-Levels Drama (B), English Literature (A), Early Modern History (B)

AS-Levels Law (C)

GCSEs 9 Grades A-B including English Language (B) and Mathematics (B)

RELEVANT SKILLS

Multimedia skills

- Fluent in audio recording and editing using Adobe Audition.
- Confident in filming video with a smartphone and editing using Adobe Premiere Pro.
- Proficient in using Myriad software.

Editorial Judgement

- Course based bi-media experience in developing and producing radio and television news bulletins and programmes.
- Experience working in the role of Programme Producer, Planning Editor, Presenter and Reporter.
- Planning and conducting interviews to construct news packages.
- Researching information and data and writing accurate online articles to a tight deadline.

Creative Thinking

- Passionate about telling stories in a new way.
- Great analysis and problem solving skills.
- Keen to showcase diverse experiences with a passion for telling people-focused stories.

Organisation

- Through effective prioritisation, I organise my time so that I meet university course deadlines, achieve high grades, manage my business as well as volunteer at a covid vaccine clinic.
- Confident working to tight deadlines and familiar with self-motivating myself whilst working remotely.

CAREER HISTORY

Oct 2019 - Present Founder of [Wizzie Social](#), Freelance Content Writer

- Create creative content through social media and copywriting for small female focused businesses and female entrepreneurs.
- Gained experience writing compelling copy for a range of clients in the arts, travel and charity sector.

July - Sept 2020 Marketing Assistant at [Rocketmakers](#), Bath

- Research and develop written content for the Rocketmakers blog.
- Set up the Rocketmakers Twitter account for success and create a social media strategy.
- Create multimedia assets for use on social media that help deliver the marketing strategy in a fun, creative and eye-catching way.

October 2019 Event Manager for [Bath Children's Literature Festival](#), Bath

- Manage a high level of responsibility when leading a large event crew and supervising the workings of an event.
- Display an excellent standard of professionalism when working alongside musical acts and authors.

July-October 2019 Marketing Assistant at [Bath Artists' Studios](#)

- Devise and implement a long-term social media strategy for the charity and generate regular marketing analytics reports.
- Manage all social media channels and schedule regular and relevant content.
- Create monthly newsletters and event invitations using Canva and send them via MailChimp.
- Update the website using WordPress.
- Identify how to extend BAS' existing audiences and identify and target new markets.

A big passion of mine is performing. I participated in the theatre society at my university which was a great creative outlet and has helped develop my time management and organisation skills. I like to play sports and stay active. A big passion of mine is travelling and discovering different cultures. I previously shared my experience studying abroad at Stockholm University on a [travel blog](#).

References available on request.