

# ISABELLA FLETCHER

## STUDENT JOURNALIST

I am a highly motivated journalism student in my second year of university. I am committed to making my mark in the industry and have a range of work experience, such as my role as deputy editor of VAVEL USA and multiple other industries. I also have direct experience in team leading, teaching, and customer service. I am dedicated, dependable and committed to becoming a valuable member.

## DIRECT EXPERIENCE

### DEPUTY EDITOR IN CHIEF

VAVEL USA

**2024 - Present**

- <https://www.vavel.com/en-us/author/bellafletcher>
- I am in charge of hiring, editing, promoting, and managing all media that goes out via Vavel USA's website.
- Here I have learnt responsibility and determination, along with pushing through timescales to produce and edit content in order to achieve the maximum amount of views.
- I have developed a concrete understanding of how to use SEO to optimise search along with writing articles that are going to trend whilst using Getty images.

### PRESENTER

Cheltenham Literature Festival

**October 2024**

- Carried out live presenting for the voicebox creative writing event at the 2024 Cheltenham Literature Festival
- Interviewed young writers on stage whilst interacting with the audience engagingly

### PRODUCER AND EDITOR

Let's Talk Horsepower

**2023 - Present**

- Produced and recorded episodes of the podcast 'Let's talk Horsepower', which is centered around the world of Formula One
- Edited podcasts and sound bites using Adobe Audition
- Run social media accounts across all platforms using tools such as instagram analytics, tiktok and canva and premiere pro to edit.

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 Watford/Cheltenham

 @bellafletchjourn

## EDUCATION

### BA & NCTJ JOURNALISM

University of Gloucestershire

**2023-2026**

### A LEVELS & GCSES

Home-Education

7x Grade 5-9 and A-Level BBC

**2019-2023**

## SKILLS

- Public speaking
- Communication skills
- Adobe Premiere Pro
- Adobe Audition
- Canva

## REFERENCES

Karen Butler

Karendolphinagymclub@gmail.com

Erika Barnes

Ebarnes@glos.ac.uk

# ADDITIONAL EXPERIENCE

## GYMNASTICS COACH

Dolphina Gymnastics

**2021 - 2024**

- I lead gymnastics classes, teaching children of all ages including low-income and disabled children.
- Trained developing coaches and lead teams whilst planning and conducting classes.

## LETTINGS ASSISTANT

Signature Estates

**2022 - 2023**

- Assisted in making phone calls, taking lettings bookings and conducting viewings both in the sales and lettings department.
- Coordinated administrative support and helped resolve any problems that tenants faced to the best of my abilities.
- Managed money with electricity cards and had responsibilities such as locking up and setting up.

## SEASONAL SALES ASSISTANT

Events Photo Team

**Nov 21 - Dec 21**

- Ensured customers had an amazing experience, making sure all of their personal needs and special requests were met.
- My responsibilities included taking photos of the guests experience, selling photos and additional souvenirs.