

Saffron Carroll

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British

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I am a versatile and motivated journalist with hands-on experience in both traditional and digital media. Skilled in broadcasting, content creation, and social media management, I focus on engaging audiences across platforms. I have produced high-quality content for radio, TV, and social media, working under tight deadlines during live events like election night coverage and sports tours. My expertise includes crafting match highlights, live updates, interviews, fast-paced news stories and lengthier feature articles. I excel at managing social media accounts, increasing audience engagement, and conducting in-depth research and interviews with key figures. Throughout my career, I've consistently delivered impactful stories in fast-paced settings.

SKILLS

- Writing and Editing
- Interviewing
- Content Creation
- News Judgment
- Multimedia Skills
- Adaptability
- Research
- Broadcasting
- Social Media Management
- Time Management
- Team Collaboration
- Ethical Journalism / Awareness of Media Law

WORK HISTORY

CONTENT CREATOR & SOCIAL MEDIA MANAGER

Leeds, WEST YORKSHIRE

Leeds Beckett Rugby Union

January 2025 - current

- Crafted high-quality content to engage existing followers, attract prospective students, and enhance the online presence of Leeds Beckett Rugby Union across platforms such as Instagram, Twitter, Facebook, and TikTok.
- Produced and curated dynamic content, including match highlights, behind-the-scenes footage, player interviews, and event promotions, to increase team visibility and fan engagement.
- Managed social media accounts on match days, providing real-time updates and interacting with fans through comments and messages.
- Collaborated with players and coaches to create content that showcased team achievements, individual player stories, and key club partnerships.

RADIO NEWS HUB VOLUNTEER JOURNALIST

Leeds, WEST YORKSHIRE

Radio News Hub

October 2023 - December 2024

- Arranged and carried out interviews to provide firsthand information about stories.
- Researched, wrote, and edited news bulletins, ensuring accuracy and timeliness, following prescribed editorial style and formatting guidelines.
- Monitored developing news stories in real-time, ensuring relevant information was quickly disseminated.
- Gained hands-on experience with audio editing software such as Audition.
- Wrote and posted on digital platforms and social media accounts.
- Was asked if I was consider doing paid reporter shifts if required.

- Paid role with ITV covering the Leeds count on election night.
- Captured key footage throughout the night, including the arrival of ballot boxes, the counting process, election results, crowd reactions, and interviews.
- Transmitted all footage back to the studio for editing and inclusion in the *Calendar* programme the following day.
- Conducted interviews with Leeds MPs, including both winners and losers, and notably interviewed Chancellor of the Exchequer Rachel Reeves.

BROADCASTER**San Diego, California, USA**

Leeds Beckett Rugby Union

April 2023 - May 2023

- Collaborated with three other journalism students to cover the Leeds Beckett Rugby Union team's tour in San Diego, capturing key moments and delivering content across multiple platforms.
- Broadcast match highlights, player interviews, and behind-the-scenes footage to engage fans and increase visibility of the team.
- Delivered real-time updates on social media platforms, keeping fans informed on match progress, scores, and post-match reactions.
- Conducted interviews with players, coaches, and tour organisers, providing insights into team performance, the tour experience, and study abroad opportunities.
- Produced high-quality video content for the team's social media channels, enhancing engagement within the rugby community and expanding the team's online reach.
- Published blog posts on the university website, sharing personal experiences and reflections from the tour with a broader audience.

EDUCATION

BACHELOR OF ARTS IN JOURNALISM CANDIDATE*Expected graduation July 2025*Leeds Beckett University, **Leeds****REFERENCES**

Karl Hodge — Leeds Beckett University
BA Journalism Course Director *Course Director*
01138124795
K.R.Hodge@leedsbeckett.ac.uk

Adam Fowler — ITV
ITV Journalist *Worked Alongside On Election Night*
07798912377
adam.fowler@itv.com

Jon Francis — Radio News Hub
Content Manager Radio News Hub *Work Experience Employer*
077894347276
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Chian Gatewood — Leeds Beckett University
Freelance Videographer & Senior Lecturer *University Lecturer*
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