

ANNA-LOUISE ADEPEGBA

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SUMMARY

Creative and driven journalism student with experience in storytelling, content creation, and engaging diverse audiences. Skilled in crafting compelling narratives, adapting to various tones, creating digital content while excelling under tight deadlines. Actively involved in leadership and event management roles, showcasing strong communication and organisational abilities. Seeking placements or internships to develop further and grow in journalism, marketing, and PR/Communications roles.

EDUCATION

2023 - 2026

University of Sheffield

BA Journalism Studies + NCTJ PPA

Accreditation

+ **Introduction to PR Module**

2021 - 2023

Wodhouse College A Levels

Sociology (A*)

Geography (B)

English Literature (B)

SKILLS

- Data journalism and analysis
- Confident research and interviewer
- Training in UK Media Law
- Social media/Content creation
- Copywriting and Emails
- Adobe Suite incl Indesign , Premiere Rush and Pro , Photoshop
- SEO understanding
- WordPress, Shorthand, Wix , Canva
- Burli software
- Article and Creative writing
- Microsoft Suite incl. Excel
- Event Management

AWARDS/ACCOMPLISHMENTS

- **Jack Petchey Award 2019**
Recognised for contributions in 7th Edmonton GirlGuiding
- **A in investigative Report - How successful was the Regeneration of Tottenham Hale?** Achieved for comprehensive report that examined urban regeneration strategy, showcasing excellent data skills.
- **Completed Online Courses:**
English for Journalists (University of Berkley)
Brand Engagement (University of Cape Town)

EXPERIENCE

Forge Press - News Reporter + Content Writer May 2024 - Present

- Research, write, and edit engaging articles primarily on student and local issues in Sheffield + contributing to sections (features, opinion, lifestyle, culture/entertainment, sports), adapting tone and style.
- Quickly source interviews and visual for breaking news stories to update online edition
- Adhere to strict editorial deadlines to reach our goal of 6 papers this academic year and push student print news consumerism .
- Ensure news section adheres to UK media law and discuss publication progress in weekly team meetings.

The Tab Sheffield - Content Writer Nov 2024 - Present

- Write and publish engaging, niche, and humorous content that resonates with Sheffield's student community.
- Pitch ideas articles, and source relevant stories, demonstrating strong understanding of audience interests and trends.

Sheffield Reggae Society - Social + Media Secretary Aug 2024 - Present

- Organise and promote social events through our media platform and regular emails to help increase membership, already up by 60%
- Research and establish connections with venues and companies known to the Reggae scene, enhancing the society's visibility and opportunities.
- Increased profile engagement by 110% creating creative media content to build a younger audiences interest in Reggae music.

Libery Belle Magazine - Content Writer Sept 2024 - Present

- Produce articles across lifestyle, fashion, health and beauty and entertainment sections
- Adhere to deadlines set by editors between 1 and 4 days to keep content timely and relevant.
- Pitch personal article ideas across sections for online magazine, sticking to the publication's feminine audience

Outlier Ai - Content AI Trainer/Editor Nov 2024 - Present

- Rank up to 8 AI-generated responses weekly, assessing for quality and relevance to improve and personalise upcoming AI systems.
- Rewrite prompts and responses with detail, backed by research when needed.
- Dive into fact-checking to keep outputs accurate and reliable

GirlGudingUK - Youth Leader Sept 2019 - Sept 2023

- Lead creative activities for group of 30 – 40 girls aged 4 to 16 each week.
- Monitored projects to earn 3 badges a term based on life skill assignments according to GirlGuiding programme.
- Supervised regional trips, and one annual national trip, working with other young leaders.
- Provided emotional support and mentorship as a role model for younger girls