

# OLIVIA KEMP

olivia23kemp@gmail.com | 07718229880 | [Linkedin](#) | [Portfolio](#)

## EDUCATION

<b>News Associates</b> (Sept 2024 - Present) NCTJ Diploma in Multimedia Journalism Results so far: Media Law 87% (A), Teeline Shorthand (80 wpm)	<b>*Journalism Diversity Fund Recipient*</b>
<b>Durham University</b> (Sept 2022 - Sept 2023) MA English Literary Studies	<b>Result: Distinction</b>
<b>Durham University</b> (Sept 2019 - Jun 2022) BA English Literature	<b>Result: First Class Honours</b>
<b>The West Bridgford School</b> (Sept 2016 - Jun 2018) A Levels: English Literature, History, Sociology, EPQ	<b>Result: A* A* A* A*</b>

## RELATED EXPERIENCE

### **Daily Mail, MailOnline, Mail on Sunday** **Sept 2024 - Present** **Showbusiness Reporter (Work Placement)**

- Bylines in print and digital platforms across Daily Mail, MailOnline, and Mail on Sunday.
- Attending red carpet events and A-list parties, providing live coverage and crafting exclusive reporting for a global audience.
- Conducting interviews with celebrities for exclusive features, securing key insights and original quotes.
- Building and nurturing industry contacts to secure interviews and obtain exclusive insights for articles.

### **South West Londoner** **Sept 2024 - Present** **Reporter**

- Creating data-driven articles and engaging video stories, leveraging multimedia skills to enhance storytelling.
- Attending and covering a range of local events, from council meetings to local festivals.
- Collaborating with five editors to produce SEO-optimised, engaging content, increasing online readership.
- Actively engaging with the local community to build a network of contacts to enrich story development and sourcing.

### **Reach plc** **Aug 2024** **Reporter (Work Placement)**

- Reported on events, job listings, traffic updates, and new business openings, delivering timely and engaging content.
- Assisted senior reporters in investigative pieces by conducting background research and initial interviews.
- Used SEO best practices to optimise articles for search engines which increased online visibility and reach.

### **Raptor Marketing** **Jan 2023 - Jan 2024** **Brand Ambassador**

- Worked on media campaigns to promote internships in alternative sectors resulting in a 35% increase in internship signups.
- Sampled over 200 Pot Noodles on campus at Durham University to increase internship sign-ups via QR codes.
- Creatively responded to monthly briefs using social media tools; specifically, X, Instagram, and TikTok.
- Strong copywriting skills and the ability to research and draft releases.

### **Publicity Director** **Sept 2022 - Sept 2023** **Walk On Charity Fashion Show**

- Directed the strategic planning and execution of pre-show publicity initiatives, resulting in a 68% increase in online engagement and a 46% rise in event attendance.
- Designed and released captivating content on Instagram, TikTok, and Facebook and ensured that over 25 partners and sponsors were accurately represented.
- Analysed trends and developed strategies to successfully boost engagement by over 10,000.

### **Researcher, Writer, and Illustrator** **Jan 2021 - Jan 2023** **Palatinate Newspaper, Pal TV**

- Published writer in print and online, reached thousands of student readers across Durham.
- Proven strong, accurate writing ability with immaculate grammar and punctuation.
- Pitched over 15 articles to editorial teams while responding promptly to content calls.
- Demonstrated leadership ability when mentoring six junior writers to help them improve their writing and research skills.

## RELATED SKILLS

Media Law	Shorthand 80 wpm	News Writing and Editing
Social Media Management	Digital Journalism	SEO Knowledge
Data Journalism	Multimedia Content Creation	Fact-Checking and Research