

Kyra McClarnon

[Website](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)

Based in Greater London

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Profile:

Now in my final year of a Media Production (Journalism) BA degree, I'm looking to develop my experience in media communications and content writing.

Skills

- Producing engaging multimedia content for target audiences on web and social media platforms
- Proactive communications and relationship development, inhouse and client-facing
- Project management and strategy
- Use of Adobe Creative Cloud, Office 365 and Google Suites; experience with generative AI software

Education:

Bachelor of Arts in Media Production (Journalism) at the University of the West of England - graduating July 2025.

Within my degree I have trained across reporting, editorial and technical roles in a live newsroom, producing industry-standard content for web, social media, radio and TV. I have extensive experience researching leads, conducting interviews, building industry contacts and managing our web and radio news desks. I also studied journalistic law.

A-Levels in English Literature, History and Film Studies (three A* grades) at Orleans Park Sixth Form, Twickenham.

Experience:

Freelance Content Writer since January 2025

As a content writer, I develop a close understanding of a client's story, their target audience, key messaging and tone of voice. Through emulating this, I produce engaging content that amplifies their value and fits in within their wider communication strategy. My most recent project was for UWE's Digital Learning Service, available on my website.

Senior Lifestyle Editor at HUB Magazine (Freelance since 2024)

I manage the lifestyle section for UWE's student magazine. This involves editing and publishing content on our Wordpress site, commissioning articles from contributing writers, coordinating with junior editors and liaising with our social media officers to promote the section. The role has further developed my editorial judgement and knowledge of the student market.

Film Screening Coordinator at Sparks, Bristol (volunteer, February - August 2024)

Through coordinating film screening programmes to encourage audiences - both adults and children - to engage with the 17 UN Sustainable Development goals, I developed considerable project management skills. I networked with local filmmakers to source film content and curate screening programmes to complement Sparks' range of creative, sustainability and educational offerings.

Administrative Assistant at Riverside Playgroup, Twickenham (ad hoc since June 2021)

I've gained administrative, in-house and client-facing communication and telephony skills across the board in this role. A particular highlight included devising and onboarding staff onto new operations for recruitment, children's development, curriculum planning and daily procedures (risk assessments, etc) and producing associated documentation. Through filing and archive management (including financial accounts) I honed my strategic organisation skills, and gained knowledge of charity marketing by creating an updated prospectus and website copy.

References are available on request.