

Kyra McClarnon

Based in Bristol, UK

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Profile

Digital-first journalism graduate with strong editorial, reporting and content production experience across news, features and branded communications. Experienced working to deadlines in newsroom environments, commissioning and editing content, and publishing across CMS platforms. Curious, audience-focused and detail-oriented, with a passion for telling clear, accurate stories that inform and engage readers.

Skills

- Digital journalism & newsroom workflows
- Editorial planning, commissioning & sub-editing
- News and feature writing
- Copy editing to house style & brand guidelines
- Research, interviewing & source development
- CMS publishing (WordPress) & content optimisation
- Headline writing & audience engagement
- Social media collaboration & performance awareness
- Stakeholder communication & relationship management
- Adobe Creative Cloud & CRM systems

Education

Media Production (Journalism) Bachelor of Arts: First Class Honours

University of the West of England, 2025

Trained in digital and broadcast journalism within a simulated newsroom environment. Experience includes managing a digital news desk, commissioning and editing content, curating bulletins around topical and breaking stories, and collaborating on live radio and TV broadcasts. Developed strong editorial judgement, accuracy under pressure and the ability to support colleagues to ensure content meets professional and brand standards.

Relevant Experience

Reporter for Bristol 24/7 (*Work experience placement, April 2025*)

- ❖ Wrote news and feature articles for a well-established regional digital publication
- ❖ Conducted interviews with local business owners, creatives and community figures
- ❖ Turned around PR-led and breaking news stories to tight deadlines
- ❖ Published and edited content using WordPress, adhering to house style and legal considerations
- ❖ Strengthened understanding of audience-led regional journalism

Digital Content Writer for UWE Bristol (*Freelance, February 2025*)

- ❖ Worked with the university's media and communications team to produce branded digital content
- ❖ Interviewed staff and translated complex information into clear, engaging copy
- ❖ Delivered content aligned with brand tone and audience needs

- ❖ Assisted with production of an accompanying social media video, supporting filming and coordination

Senior Lifestyle Editor at HUB Magazine (*Volunteer, November 2024 - March 2025*)

- ❖ Led the lifestyle section of UWE's student magazine across digital platforms
- ❖ Commissioned, edited and published content from a team of student writers
- ❖ Maintained editorial standards, tone and consistency across the section
- ❖ Worked closely with social media editors to increase reach and engagement
- ❖ Developed strong sub-editing skills and confidence in editorial decision-making

Studio Producer for Bower News (*Work experience placement, December 2024*)

- ❖ Produced a 30-minute live television broadcast for a student news platform
- ❖ Planned running orders, curated news and feature packages, and coordinated guest interviews
- ❖ Managed quality control and pre-recorded content for broadcast
- ❖ Supported studio and gallery teams during live output, strengthening teamwork and leadership skills

Additional Experience

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

- Designed and delivered a film screening programme aligned with the UN Sustainable Development Goals
- Researched, sourced and catalogued short films and licensing requirements
- Liaised with filmmakers, venue staff and volunteers to deliver events
- Strengthened planning, communication and audience engagement skills

Operations Manager for Riverside Playgroup Twickenham (*June 2021 - December 2025*)

- Progressed from administrative assistant to operations manager, working closely with senior leadership
- Produced marketing materials, prospectuses and website content to attract new clients
- Improved internal systems for document management, reporting and compliance
- Demonstrated strong project coordination, written communication and stakeholder management skills

Customer Experience Coordinator for Dexters Estate Agents (*November 2025*)

- Managed and responded to 300+ customer enquiries and feedback tickets via Freshdesk CRM
- Produced clear, professional written responses while handling complex and sensitive information
- Escalated issues to senior stakeholders across 12+ acquired brands
- Developed strong organisational skills, attention to detail and confidence communicating with senior professionals

Interests

Community and regional storytelling, documentary filmmaking, local food & drink culture, arts and crafts, yoga