

Kyra McClarnon

Based in Bristol (BS8) and Greater London (TW1)

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

Profile:

I'm a highly driven aspiring journalist in my final year of a Media Production (Journalism) BA degree. My initiative, attention to detail and interpersonal skills could make me an asset to any team or project.

Core Skills

- Proficient in multimedia journalism production across web, social media, radio and TV platforms
- Adept in Adobe Creative suites, Microsoft 365, Google Workspace, Wordpress and quick to learn new software
- Strategic organisation and project management
- Efficient communications (in-house and client-facing)

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.
- Produced industry-standard journalism for radio, TV, web and social media.
- Curated radio news bulletins and the Bower News webpage in line with topical stories and breaking events.
- Worked in radio, podcast and TV studios collaborating on live broadcasts.
- Studied media law.

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

Experience:

Freelance Copywriter: currently working for UWE's Digital Learning Service

As a copywriter I develop a close understanding of a client's brand, story and tone of voice through detailed research. This enables me to most effectively engage with their target audience whilst amplifying the brand's value.

In this project, I coordinated interviews and collaborated with a video production freelancer to create a cohesive content package for the client. For more information on my copywriting experience, please see my [website](#).

Senior Lifestyle Editor at HUB Magazine (Freelance since 2024)

I manage the lifestyle section for the University of the West of England's student magazine. I write, edit and publish content, commission articles from contributing writers, and liaise 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 in this role. 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.

Assistant Runner at Working Title Films Ltd, London (April 2019)

Work experience placement assisting runners in a film production office, delivering packages and refreshments both in-house and across London. I was also part of a student panel reviewing trial lessons for the London Screen Academy.

Development

As I'm in my final year of my degree, my current focus is developing my portfolio and gaining professional experience in journalism.

I also am a member of the Word Tonic copywriting platform, and use their masterclasses and briefs - along with Hubspot marketing courses - to enhance my skills.

References are available on request.