

# CARLA DOWLING

## JOURNALIST



### CONTACT

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Carla Dowling

### SKILLS

- NCTJ Trained
- News Writing
- Media Law Knowledge
- Adobe Premier Pro and Rush
- Digital Marketing
- Adobe Photoshop and Express
- Content Scheduling
- Trend Forecasting

### EDUCATION

#### BA Journalism

Nottingham Trent University  
On an NCTJ accredited course alongside chosen modules PR and Comms, Magazine Journalism, Fashion Journalism.

#### A-Levels

Finchley Catholic High School  
Psychology, Geography, Philosophy and Ethics and EPQ



### PROFILE

I am a passionate and driven journalist with hands-on experience in political reporting, crime coverage, and live event assistance. As a reporter for the BBC Election Debate, I gained valuable experience covering key political events and issues. I assisted in organising the East Midlands mayoral hustings, sharpening my event coordination and political insight. My writing focuses on politics and crime, where I strive to deliver accurate, engaging content. I am enthusiastic about advancing journalism in the digital age; I am particularly interested in leveraging social media to engage younger audiences while combating fake news. I am eager to continue learning and honing my skills in this ever-evolving industry.



### WORK EXPERIENCE

#### Lemon Marketing

JUNE 2023- PRESENT

##### Social Media Manager

- Managing Social Media and Marketing for a vast range of clients, focusing on engagement and brand awareness on a case-by-case basis.
- Aligned social media efforts with overall brand goals, while staying current with trends and digital marketing best practices.

#### Nottinghamshire Live

APRIL 2024 - PRESENT

##### Intern Editor

- Assisted in reporting and writing news articles for online platforms, covering a range of topics including local events, breaking news, and community stories.
- Conducted interviews, researched sources, and worked with editors to ensure accuracy and timely publication.

#### Platform Magazine

SEPTEMBER 2022 - PRESENT

##### Former Editor in Chief / Deputy Editor and Current Content Writer

- Led editorial strategy and oversaw content creation for the magazine, managing a team of writers and ensuring high editorial standards across all issues.
- Coordinated and edited feature articles, ensuring engaging, accurate, and timely content for print and digital platforms.

#### The Sun - Fabulous Magazine

JUNE 2024

##### Fashion Intern

- Assisted in curating fashion content for the magazine, supporting the editorial team in research, trend forecasting, and styling for photo shoots.
- Contributed to social media content creation. Gained hands-on experience in the fast-paced environment of a leading fashion magazine.