

# LUKE O'CONNELL

Freelance News Reporter



## CONTACT

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- 8, Barr Na Coille, Dingle, Co. Kerry, Ireland. V92 H2W9

## SKILLS

- Editing & Sub-editing
- Digital Publishing & SEO
- Data Journalism & Visualisation
- Adobe Creative Suite & CapCut
- Video Editing & Short-form Production
- Content & Campaign Planning
- Social Media Analytics & KPIs
- Political Communications
- Media Strategy

## EDUCATION

### MA Newspaper Journalism 2024-2025

City St George's, University of London

### BA Arts International 2019- 2023

University College Cork

First Class Honours

### Erasmus 2022

Copenhagen University

### Leaving Certificate 2018

Pobalscoil Chorca Dhuibhne

445 points

## LANGUAGES

- English (native)
- Irish (native)
- French (limited working proficiency)

## PROFILE

Freelance News Reporter with an MA Newspaper Journalism degree and a First Class Honours BA in History & Politics. Skilled in political communications, digital media strategy, and message development, with experience creating clear, impactful content across print, digital, and audio. Strong grounding in politics, foreign affairs, and public policy, with proven leadership in editorial and organisational roles.

## WORK EXPERIENCE

### Freelance News Reporter

The Irish Examiner, The Journal.ie

December 2025 -

- Authored a long-form, reported sports feature for the weekend edition of a national newspaper.
- Co-authored Dáil coverage on proposed fox hunting legislation.

### Digital Communications Assistant

Catherine Connolly Presidential Campaign

September 2025 - October 2025

- Produce engaging social media content to amplify campaign messaging.
- Edit video interviews and create clips for digital platforms.
- Pitch endorsement ideas and research material for campaign op-eds.
- Analyse engagement trends to refine strategy and expand supporter reach.
- Platform owner for Twitter and BlueSky.

### Social Media Manager

Dingle Veterinary Clinic

August 2025 -

- Manage social media content to promote services and engage the community.
- Build a content calendar for seasonal campaigns and clinic updates.
- Preparing social media for an upcoming merger with another clinic.
- Track engagement trends and adapt content to grow online reach.

### Features Editor

Islington Now

February 2025 - March 2025

- Commissioned and edited features, ensuring high editorial standards.
- Wrote original articles and conducted beat reporting.
- Delegated assignments and coordinated the features team.
- Edited and published content online to meet tight deadlines.
- Collaborated with reporters and photographers to shape stories with strong visual and narrative appeal.

### Social Media Strategist

Islington Now

February 2025 - March 2025

- Creating graphics using the software Canva, Adobe Creative Suite & CapCut.
- Ensuring that the graphics were accessible.
- Social Media KPIs, SEO & Digital Publishing.
- Responsible for accounts on Instagram, Facebook, X.

### Podcast Host

Leiden International Studies Student Association

January 2024 - May 2024

- Researching personal background of interviewees.
- Editing content and publishing it to our podcast.
- Planning interviews and finding suitable guests to feature.

### Editor-in-chief

UCC Polity Magazine

October 2022 - May 2023

- Supervising the process of planning a political magazine.
- Determining the publication's objectives.
- Responsible for securing funding from university.
- Hiring and overseeing an editorial team.
- Interviewed politicians for social media content and articles.