

Issie Yewman

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Professional Summary

Trainee journalist with a strong background in social media management and digital content creation. Recently completed the NCTJ Diploma in Multimedia Journalism at the PA Media Academy, on track for Gold Standard and 100wpm shorthand. Skilled in media law, public affairs, and multimedia storytelling, with experience engaging diverse audiences and producing compelling content.

Education

University of Amsterdam - Amsterdam, Netherlands

BA in Media and Culture (Graduated 2022)

Graduated with an Upper Second-Class Honours degree from the University of Amsterdam, achieving a First-Class grade for my dissertation. Focus areas included Social Media Marketing, Media Theory, and Cultural Studies, with a First-Class Minor in Sociology.

Caterham School

September 2011 - June 2017

A-Levels: Politics, English Literature, History

GCSEs:

Professional Experience

PA Media Academy - London, UK

NCTJ Diploma in Multimedia Journalism (Completed June 2025)

- On track for Gold Standard
- Shorthand speed: 60wpm
- Modules: Media Law, Public Affairs, Shorthand, Multimedia Journalism, Feature Writing, Journalism for a Digital Audience, Practical Magazine Journalism

Multitrance CBD Company - Amsterdam, Netherlands

Social Media Manager (March 2023 - September 2024)

- Managed 17 social media accounts across Facebook, Instagram, TikTok, and more for the main brand and six subsidiaries
- Created daily content including reels, infographics, advertisements, and newsletters
- Developed and executed content strategies, increasing overall engagement by 74%
- Collaborated with influencers and managed email marketing campaigns
- Used analytics tools to monitor performance and adjust strategies

Various Hospitality Roles - Oxted, UK & Amsterdam

Chef and Front-of-House Staff (2016 - 2025)

- Demonstrated strong work ethic and adaptability in fast-paced environments
- Enhanced communication and teamwork skills through customer service

Skills

- Journalism: News writing, feature writing, theoretical and creative writing, media law, public affairs, live reporting, shorthand (currently on track for 100 wpm)
- Digital Media: Social media strategy and management, content creation across formats, video editing using Adobe Premiere Pro, sound editing, data analytics
- Platforms: Experienced in managing and growing audiences on Facebook, Instagram, TikTok, Twitter, and LinkedIn
- Tools: Proficient with Adobe Creative Suite, Canva, Google Analytics, and other digital content tools

Volunteer Work

As a UNICEF Student Ambassador, I organised several fundraising initiatives, including chairing a high-profile online event featuring Gulwali Passarlay, an Afghan refugee and author. I also managed a blog dedicated to global human rights, using it to raise awareness and spark conversations on important issues. Additionally, I volunteered with Care4Calais in Calais, providing direct support to refugees and documenting my experience in a published article that highlighted the ongoing humanitarian challenges there.

References

Available upon request.