

Lucy Frost

Journalist

Bristol, UK

[LinkedIn](#)

[FiltonVoice](#)

Key skills

Fast and accurate news writing

SEO awareness and optimisation

Advanced DBS checked

Sales and advertising

Local democracy reporting

Time management

Key Achievements

Managing the Filton Voice website

Balancing work, studies and volunteering

Developing a strong understanding of local democracy

Building meaningful community connections

Self-directed learning and development

Volunteering my time with an impactful charity

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Profile

Writer, journalist, advertiser and student with a print background and a growing digital skillset. In my current position, I independently manage the online website, publishing stories after a six-month online hiatus. I'm confident in online publishing, comfortable with SEO optimisation and passionate about creating engaging and useful content for readers. Working for a print publication has nurtured an organic start to my career, enabling me to develop my skills and learn my journalistic voice.

Experience

Reporter- The Voices Network (Filton voice), Bristol.

November 2025- Present

- Led the relaunch of the newspaper's website after a 6-month dormancy, rebuilding a publishing workflow and restoring traffic.
- Independently manage the website's CMS, publishing regular stories and optimising articles for search visibility.
- Produce a wide range of local coverage including council reports, features and human-interest stories.
- Consistently meet print deadlines whilst balancing two part-time jobs, regular volunteering and a full-time university course.

Advertising- The Voices Network, Bristol.

March 2026- Present

- Supported the delivery of advertising campaigns across up to 18 hyperlocal publications.
- Ensured adverts were safe and legal.
- Built strong relationships with local organisations, helping them reach audiences of up to 158,900 households.

Shop assistant- Tesco Esso Express, Bristol

August 2023- Present

- Part-time retail role alongside my university studies.
- Developed strong customer communication and time management.

Volunteer- LifeSkills, Bristol

March 2026- Present

- Working with children on a weekly basis, teaching them basic health and safety skills.
- Working with SEN children

Education

BA Media Production (Journalism)- UWE Bristol

Expected graduation: 2026

Media Production- City of Bristol College

L3 Distinction

