

RITA LOBO- Journalist and Editor, London

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Profile I am an experienced journalist with a background in business and finance. I specialise in long-form features and multi-media content. My work has appeared in MSN, BT, The Huffington Post, The CEO Magazine, Moneywise, and World Finance (among others). I have developed a strong interest in SEO and analytics and have increasingly turned to data to guide my pitches and the composition of the work, and to ensure maximum exposure to potential readers.

Skills

- Native Portuguese speaker, fluent in English, with intermediate level French and Spanish
- Strong social media presence on [Twitter](#), [Facebook](#) and [LinkedIn](#)
- Strong knowledge of Google Analytics and MSN Partner Portal

Expertise Understanding of commercial digital media environment, producing accessible and shareable content, SEO, features writing, and a strong business and finance background.

Experience **loveINC** **March 2017- ongoing**
Content Editor
Key responsibilities:
-Produce content for oveINC's flagship platforms, key partners such as **MSN**, **AOL**, **Yahoo** and **BT** as well as the [loveMONEY](#), [loveFOOD](#) and [loveEXPLORING](#) platforms.
-Manage the commercial relationship between loveINC and commercial partners BT, AOL and Yahoo.
-Glean insights from Google Analytics and MSN Partner Portal regarding the performance of loveINC content and how to optimise it for future content.

SHARE RADIO **August 2014- December 2017**
Weekend Editor/Presenter
Key responsibilities:
-Overseeing the production and scheduling of 48 hours of content, broadcast between Friday night and Sunday night, included researching, writing scripts, editing audio, interviewing guests, as well as social media and promotion
-Managing a team of producers, presenters and interns.
-Managing the production of sponsored content across the weekend schedule, including meeting with sponsors to set agenda, liaising with sponsors at every step of production and reporting back with figures and results.
-Presenting a Sunday morning news round-up show where I interviewed business and political guests.

WORLD NEWS MEDIA **May 2012- August 2014**
Senior Staff writer
Key responsibilities:
-Writing editorials, advertorials, and long-form features for four business-focused magazines, [World Finance](#), [Business Destinations](#), [The New Economy](#) and [European CEO](#).
-Researching, producing interviews with experts for online platforms.
-Maintaining an active social media presence for World News Media on Twitter and LinkedIn
-Managing a roster of interns.

Education

- University of Westminster: First Class (Hons) Bachelor's Degree in Journalism (2012)
- The British School of Rio de Janeiro International Baccalaureate- 35 points (2005)