

## Sian McGuinness

### Personal Details

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Email: [sian.mcguinness@hotmail.com](mailto:sian.mcguinness@hotmail.com)  
Date of Birth: 24<sup>th</sup> September 1992  
Nationality: British  
Language Skills: Native English  
Notice Period: 1 week

### Personal Profile

I am currently at the end of my master's degree in Multimedia Journalism, where I have learnt to work across the industry, with modules focusing on writing for online outlets and newspapers, broadcast modules, social media content creation skills, and media law. I have also undertaken work placements with BBC Breakfast, The Manchester Evening News, and Hits Radio, as well as in PR and communications departments, and have freelanced as a proof-reader and sub-editor. Previously I spent over 3 years working for a duty-free retailer on board luxury cruise liners. Within this role I had the opportunity to travel to over 80 different countries and was able to meet people and gain experiences that would have not been possible elsewhere. By the end of my time in this role I was taking on a lot of administrative duties and working with figures, as well as producing targeted advertising for the onboard magazine. My portfolio of media related works can be found at <https://sianmcgjournal.journoportfolio.com/>

### Education

Present	<b>Manchester Metropolitan University</b> MA Multimedia Journalism (expected to pass with distinction on 27 <sup>th</sup> Sep 2019).
2011 – 2014	<b>Keele University</b> BA Hons Second Class degree in Politics with Economics.

### Career History

#### **Freelance Proof-reader**

##### **May 2018 - Present**

I regularly work as a freelance proof-reader and sub-editor offering my services to various clients with online websites and blogs.

#### **Work Experience at SKDC Communication Department**

##### **August 2019**

I recently conducted a placement within a local government's communications office. During this time, I worked on writing press releases, filming and editing video for social media, running various social media accounts, and conducting interviews and writing articles for an in-house publication.

#### **Hits Radio Manchester**

##### **February 2019**

Over a two-day placement at Hits Radio, I edited audio for broadcast, conducted and recorded 'vox pop' style interviews, and helped script segments of the news bulletin.

#### **Work Experience at Manchester Evening News**

**June 2019**

I spent a week with the M.E.N., one of the UK's biggest local news outlets, which operates both a newspaper and website. During this time, I shadowed reporters and editors both in the newsroom and at crown court. I interviewed a number of sources and wrote several articles, one of which has so far been published.

**Work Experience at BBC Breakfast, MediaCityUK****March 2018 Between the 5th and 16th March 2018**

I undertook a work experience placement with the BBC at their BBC Breakfast program at MediaCityUK. During the placement I spent a lot of time with the planning department, pitching ideas and researching topics which would eventually be turned into packages for the show. I also spent time with the producers from both the day and night teams, helping the day team with research, and seeing how the night team take this and turn it into the final packages to be aired. I was able to go out and shadow reporters as they filmed stories and vox pops and sat in on the edits. I was able to watch the show go out from both the gallery and the studio, as I shadowed the editors and the floor manager. I also spent time with the social media team and created posts which were shared across their various platforms. At the end of the two weeks I used my contacts in the BBC to organise a day shadowing my local regional news, East Midlands Today, where I tried to spend a time across all the departments.

**Boutique Manager Harding Retail Ltd, Bristol, UK (On board)****November 2014 – May 2018**

I previously worked for a duty-free retailer operating on board a variety of cruise liners. Starting as a shop assistant, I worked my way through the ranks. This has been a great opportunity for me to continue my retail career whilst training in management. As a manager, my duties were mostly administrative, but the role was still very customer oriented. This role also gave me a great insight into the travel industry and allowed me to travel extensively.

- Boutique Manager  
June 2017 – January 2018
- Assistant Boutique Manager  
November 2016 - June 2017
- Trainee Assistant Manager  
June 2015 – November 2016
- Boutique Assistant/ Perfume Specialist  
November 2014 - June 2015

**Checkout Operator Wm Morrison****November 2010 – November 2014**

Wm Morrison is one of the UK's largest supermarket chains. In this role which I undertook whilst in higher education, I worked directly face to face with customers. During my four years with the company I continued to develop my excellent customer service skills as well as building my team working skills. I left this role to pursue a career at sea.

**Social Secretary Keele University Badminton Club****September 2013 – July 2014**

In this voluntary role I worked as an event organizer and fund raiser for a club with roughly 100 members. In this role I continued to improve my organization and leadership skills.

**PR work experience Richard Swancott Associates****February 2013 – May 2013**

During my time in higher education I undertook a three-month work experience placement with a localized PR associate. Throughout this placement I learned to write press releases, adding to my impeccable writing skills, and used my PC skills to manage clients' social media profiles. I also assumed a secretarial role during the placement, emailing and speaking on the telephone with correspondents.

**Till Operator Boundary Mill Stores****June 2010 – October 2010**

In this role I worked in the retail sector, continuing to improve my customer service and team building skills.

**Retail Assistant Skopes**

**September 2009 – December 2009**

This was my first role within the retail industry. I began to develop my already good people skills into customer service and team working skills.

**Certificates**

- UK Full Drivers Licence
- International Anti-Bribery

**Leisure Activities**

My greatest passion is travelling. I also greatly enjoy writing and have had articles published online and in magazines. I enjoy photography and like playing badminton socially.

**References****Beth Cooper, Production Coordinator at BBC Breakfast**

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