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About Me:

I'm an innovative and dynamic social media and audience engagement producer with a track record of delivering high-quality content and strategies.

From creating award-winning social media graphics for the 2015 UK general election for BBC News, to pioneering the use of Twitter Moments as an interactive long-read storytelling device for BBC Stories - I've always been passionate about creating brilliant content which not only makes use of the latest features and platforms, but also hits my teams' overall goals and strategies.

Employment History:

Audience Engagement Producer, BBC Stories

October 2016 - Present

Responsibilities:

- Managing BBC Stories social media accounts (1.7m FB followers, 120k Twitter, 100k YouTube, 30k Instagram)
- Leading on social media strategies and distribution of multi-platform projects
- Innovating with storytelling formats to further boost the reach, impact and engagement of our content.
- Using audience engagement and social listening tools to inform content and improve distribution
- Providing performance analytics to monitor the success of our content, and further inform future workflow.

Achievements:

- Reaching and engaging a 75% female, 50% under-30 audience (transformed from the page's previous 80% male, 30% under 30 audience).
- Pioneering the use of [Twitter Moments](#) as an interactive long-read-feature storytelling device and being referenced as best practice by other BBC teams and by members of Twitter's curation team.
- Starting and leading a weekly team feedback meeting dedicated to discussing our recent work from an editorial and analytical viewpoint.
- Creating and editing multiple videos with millions of views and engagements (across various social platforms and the BBC News website).

Audience Engagement Producer, BBC Digital Current Affairs

June 2016 - October 2016

Responsibilities:

- Before the creation of BBC Stories, working across different BBC current affairs brands to boost their social media and online offerings, particularly BBC Panorama and BBC Newsnight.

Achievements:

- Producing, filming and comment moderating a full day of Facebook Lives for BBC Newsnight the day after the EU referendum vote – these took place with a variety of locations, participants and formats, bringing more than 100,000 views and engagements to the page.
- Leading on social media strategy and execution for several high-profile Panorama undercover investigations. Until then Panorama had held these top secret projects back from involving social and online producers early, but after convincing them to allow me access to the material I was able to deliver strong social and online content to accompany their headline-making investigations.

Social Media Producer, BBC Business News

July 2015 - June 2016

Responsibilities:

- Managing BBC Business News social media accounts (at time had 250k FB followers, 1.2m Twitter), creating bespoke content for those platforms and promoting the best of the BBC's Business news output
- Helping train reporters and producers in how to integrate social media in their work
- Coming up with creative and innovative ways to deliver business news to younger and underserved audiences.

Achievements:

- Being among the first BBC social media producers to use the official [BBC News Snapchat](#) - to bring several bespoke commissions of business news to a brand new audience.

News Trainee, BBC News

Sept 2014 - May 2015

Responsibilities:

- Receiving world-class training as part of the BBC's flagship journalism trainee scheme
- Working a series of placements across BBC News' output - in online (Visual Journalism), radio (The World at One) and television news (News Channel).

Achievements:

- Helped create award-winning [social media content](#) for the 2015 General Election during my placement with the BBC Visual Journalism team (1st Place for Reader Engagement, 2016 European Digital Media Awards)

Digital Work Placement, Sky News

March 2014

Responsibilities:

- Producing content for the Sky News iPad application including a variety of written and visual pieces, some of which were actively promoted on the Sky News television channel.
- Assisting a team with content for and production of a live broadcast on the Sky News Channel.
- Assisting with Sky News' coverage of the first LBC EU debate from their Millbank offices..

Education

University of Sunderland:

September 2011 – June 2014

BA (Hons) News Journalism (1st Class)

NCTJ certificates in:

Essential Media Law (B), Public Affairs (A) Court Reporting (B) and News Production (C)

Skills

- Social media management (Social Flow, TweetDeck, Buffer, Facebook Business)
- Video Editing (Final Cut Pro X)
- Image Editing (Photoshop CC 2017, 2018)
- Data analytics (Facebook Insights, Google Insights, Chartbeat)
- Social Listening (Crowdtangle, Spredfast, Brandwatch, Google Trends)