

# CATHERINE POOLE

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## ★ PROFILE

I am an enthusiastic first-class Journalism graduate with a passion for unorthodox and quirky stories. I can write engaging, clear and accurate copy on a variety of topics. Ambitious, driven and consistent. A quick learner who can absorb new ideas and can communicate effectively.

## 💡 PROFESSIONAL EXPERIENCE

### Social Media Copywriter

The Foresters Arms June 2019 - Present

- Creating multimedia content for the social media channels and seeing a boost in clientele
- Writing promotional copy for the website
- Started a frequent email newsletter campaign using MailChimp and am always looking at ways to expand our platform of communication
- Designing and creating visual advertisements, posters and menus for the pub
- I also work full-time front-of-house using my interpersonal skills to become an established member of the local community.

### Stringer

Sky News December 2019

I worked for Sky News for the Kingston and Surbiton General Election 2019 count.

- Using social media to generate excitement as well as providing the latest updates (ie. electorate turnout, exit poll forecast, constituency result and numbers, etc)
- Being the first to submit results so that Sky News could be the leading broadcaster for the General Election

### Marketing Assistant Intern

Stoke-on-Trent BID September 2019

- Sub-editing a magazine dedicated to university students and suggesting improvements where necessary
- Managing social media accounts to create content that promotes local businesses and events
- Writing feature articles for a consumer magazine
- Writing press releases for media publications
- Creating marketing plans for events
- Attended a workshop on how to utilise social media to market a business

### Editorial Assistant Intern

Immediate Media June 2019

- Writing content for Top of the Pops and Girl Talk magazine
- Transcribing celebrity interviews
- Compiling research for feature articles
- Understanding the needs of a target market and learning how to adapt language to suit a child's demographic

## 🎓 EDUCATION

### Bachelor of Arts, Journalism

Kingston University London

First-Class, 2017 - 2020

- Arts & Entertainments editor for Kingston University's student-led newspaper and website. I was awarded a first for this module and won the 'best section editor' award at Kingston University's Journalism Oscars.
- Knowledge of media law
- Fashion, magazine and international journalism modules

### A-Levels in Business Studies, Media Studies & English Language

City of Stoke-on-Trent Sixth Form College

## ⚙️ SKILLS

News and Feature Writing

Social Media and SEO

Digital Media

Communication

Creativity

Ability to meet deadlines

Subediting and Copywriting

Adobe Software

Hootsuite

Mailchimp

## 🖋️ INTERESTS

Theatre

TV & Film

Culture

Reading

Learning British Sign Language

## 💬 REFERENCES

Available upon request

## 💻 SOCIAL

<https://www.linkedin.com/in/catherinefrpoole/>

