

*A little bit about*

**Shannon**

**Clark**

[shannonclark@live.com](mailto:shannonclark@live.com)

# Shannon Clark

22 years old. Female. Based in Milton Keynes.

## ABOUT ME...

Having spent five years as a lifestyle blogger, three years working as a journalism and social media intern and three years studying an English Literature degree, I now want to move out into the industry and make a difference where I can by writing to a larger audience.



## Education...

- **2006 – 2010 = Ousedale School, GCSE**  
10 A-C grades including English, Maths and Science
- **2010 – 2012 = Ousedale School Sixth Form, A Levels**  
English Literature A\*  
Sociology A\*  
Geography B
- **2014-2017 = University of Reading**  
BA Hons English Literature, expected 2:1



## Courses and Awards...

Bronze Duke of Edinburgh Award

Report Writing Course (*University of Reading, 2016*)

Essential First Aid Training Course (*St John Ambulance, 2016*)

RED Award (Reading Employability Skills Certificate) (*University of Reading, 2016*)

Social Media Course (*University of Reading, 2017*)



## **Professional Experience**

### **JOURNALISM INTERN, FRONTIER (LONDON)**

*(June 2016 – August 2016)*

- Writing articles for the blog
- Updating social media platforms.
- Helping to develop new social media promotion strategies.
- Contacting volunteers for interviews
- Creating a Facebook page to promote the blog
- Contacting brands to organise collaborations as a part of the monthly giveaway

### **JOURNALISM INTERN, PET PRODUCT MARKETING MAGAZINE (PETERBOROUGH)**

*(Two Week Work Placement, May 2013)*

- Writing engaging news articles for the website
- Attending press trips with the writing team
- Managing the Facebook page
- Pitching article ideas each morning
- Completing the research for, writing and editing a two-page spread for the printed magazine

### **JOURNALISM INTERN, THE SOUTH AFRICAN NEWSPAPER (LONDON)**

*(Two Month Internship, May 2013-July 2013)*

- Pitching news stories
- Writing engaging news stories for both the website and the printed newspaper
- Working in Wordpress.

### **JOURNALISM INTERN, HEXJAM (LONDON)**

*(Two Week Work Placement, May 2013-July 2013)*

- Pitching article ideas
- Writing unique, short and snappy articles that would appeal to the student demographic

### **SOCIAL MEDIA ASSISTANT, EMBERTON AND DISTRICT RIDING CLUB and SHERYL'S DECORATING**

*(2015-2016)*

- Keeping the social media platforms up-to-date
- Answering queries via Facebook and email
- Creating schedules, entry forms, posters, loyalty cards and other promotional materials.

### **STABLE HAND, LAKES LAKE HORSE RIDING STABLES (NEWPORT PAGNELL)**

*(November 2007 – September 2014)*

- Organising the team to ensure that lessons run on time
- Ensuring that the clients, staff and horses are safe
- Communicating with a range of people, of all ages and abilities
- General office work - organising lessons, answering phones, taking in new bookings and filing client details

# **Freelance Blogger At...**

[www.sweetserendipityblog.co.uk](http://www.sweetserendipityblog.co.uk)

## **UK LIFESTYLE BLOG**

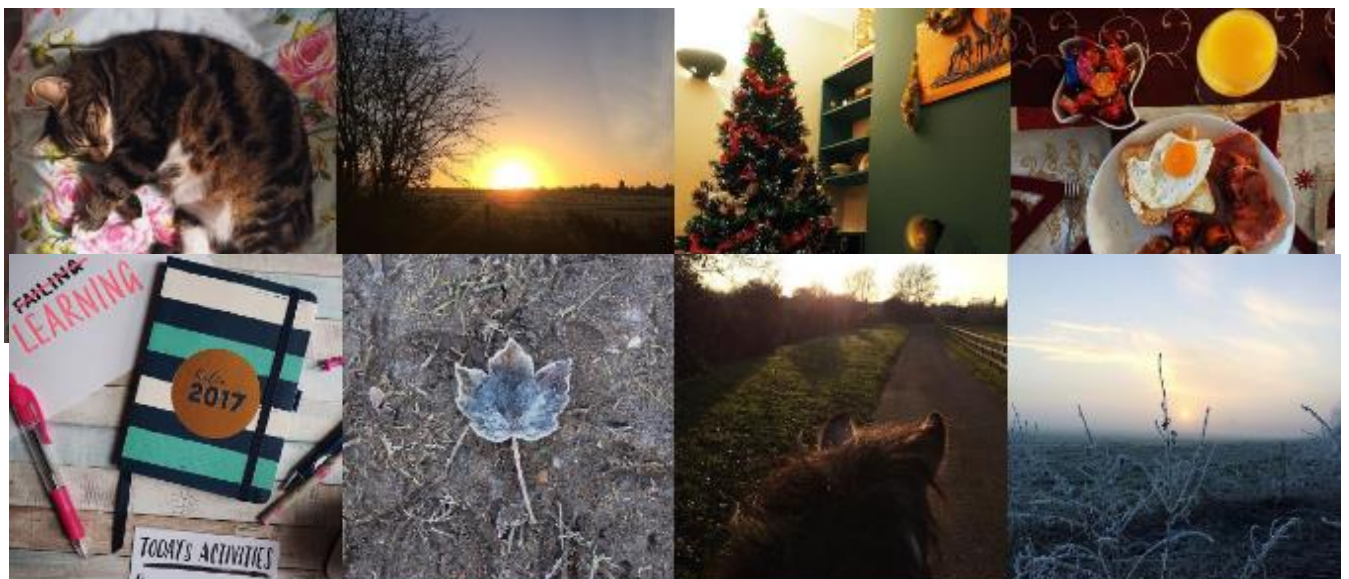
I have blogged at Sweet Serendipity for five years and during that time it has evolved from an online diary into a fully-fledged UK lifestyle blog. Through my blog I have not only been able to express my views on a whole number of topics but I have also been able to collaborate with a number of incredible brands including Debenhams, Mr Nutcase, the Bobblehat Shop and Busy B.

**TWITTER: @shannonlclark**

**INSTAGRAM: @shannonlouisaclark**

**FACEBOOK: sweetserendipityblog**

**With a combined total of over 1000 followers across all social media platforms.**



## ♥ *Volunteer/Charity Work*

### **2009, Fun Day for Cancer UK and Asthma UK**

In 2009 I organised and ran a fundraising event at Lakes Lane Horse Riding Stables. The day included pony rides, face painting, cake stalls and games throughout the day.

### **2009, Warrior Adrenaline Race for Asthma UK**

In 2009 I spent the year training before I ran a 5km army obstacle course on the Dunstable Downs in aid of Asthma UK.

### **2015, Fun Day for Rhiley's Smile and Medical Detection Dogs**

In 2015 I organised and ran another fundraising event at Lakes Lane Horse Riding Stables. The day included pony rides, face painting, cake stalls, a raffle in which I contacted local businesses for prizes, games and donkey rides. The total raised on this day was £720.

### **Annually, Canter for a Cure**

For the past five years, each summer I have participated in a 5 mile sponsored horse ride to raise money for Medical Detection Dogs.

### **2016, Hair Cut for The Little Princess Trust**

In April 2016, after years of growing it, I had fourteen inches of my hair cut off in order to donate it to The Little Princess Trust.

## ★★ *Skills...*

Writing, Social Media, Blogging, Editing, SEO, Wordpress. Blogger, Full UK Driving Licence.

## *...Interests* ★★

Horse Riding, Writing, Blogging, Running, Charity Work.



## Examples of my professional work...

Online portfolio: <https://shannonlclark.journoportfolio.com/>



Frontier • 8th August 2016

### Gap Year Blog - Into the Wild - The Devastating Impact of Coral Bleaching

The devastating coral bleaching event that is currently sweeping the globe and leaving devastated reefs in its wake is now set to continue through to 2017, according to the National Oceanic and Atmospheric

A



A Younger Theatre • 15th November 2013

### Feature: Indomitable Productions – stepping stones into the profession

Indomitable Productions is a newly-formed performance company, with a little bit of a twist. Formed by a group of students and recent graduates, they are trying to create a collaboration of the classical arts that you wouldn't normally see working together. AYT spoke to Guy Withers, Artistic Director and Co-Founder, to find out a little bit more...



Frontier • 8th August 2016

### Gap Year Blog - Into the Wild - The Future: Will Animal Products Be Animal Free?

Many centuries ago it was necessary for us to use fur to keep the cold from killing us and we relied on the milk, meat and eggs of animals for sustenance. Fast forward to today and we don't have quite the same needs that we once had. So could the future really behold animal products that are animal free?



Pet Product Marketing Magazine • 8th August 2016

### Owning a dog is the key to a healthy lifestyle | News | Pet Product Marketing

Global pet product company PetSafe® has concluded that, after collecting the results from their latest survey, owning a dog is the key to leading a healthy lifestyle. The PetSafe Exercise Survey has suggested that dog owners are actually getting out to exercise much more regularly than people who attend a gym and use fitness classes to remain healthy.



The South African Newspaper • 8th August 2016

## Durban street children turned surfers hit UK beaches this summer

The Umthombo Surfing Programme was created in 2005 to provide street children with an alternative to street life, build their self-confidence and give them fresh motivation to end their dependency on solvents. A surfing team made up of former street children from Durban, South Africa, will be touring the UK over the next two weeks, hitting beaches and other venues across England and Wales between Friday 21 June and Wednesday 9 July.



Frontier • 8th August 2016

## Gap Year Blog - Into the Wild - The 5 Best Species To See In Tenerife

As the largest of the seven Canary Islands, Tenerife boasts the title of 'most biologically diverse' so there are definitely plenty of creatures to see but, as one of the top whale and dolphin watching destinations in the world, there's plenty to see offshore too. Here are the five species we think you must see while visiting this incredible island:



8th August 2016

## Gap Year Blog - Into the Wild - The 8 Signs That Prove You Haven't Travelled Enough

So you think you're now a well-seasoned traveler and you're telling everyone around you that you've got the globe-trotting bug, but how do you know if you've definitely got it? Here are eight signs that show you haven't actually travelled enough and that you need to get back out onto the road before you can truly claim to be a sufferer of wanderlust:



Hexjam • 8th August 2016

## 9 ways to make sure your final year REALLY counts

Going to university is an experience like no other. Your first year was amazing because everything was brand new and exciting, your second year was just as good as you were settled in a good routine with good friends and now, in your final year you can try to do absolutely EVERYTHING else too, because it's your last chance!







## Durban street children turned surfers hit UK beaches this summer

The Umthombo Surfing Programme was created in 2005 to provide street children with an alternative to street life, build their self-confidence and give them fresh motivation to end their dependency on solvents

by SHANNON CLARK

A surfing team made up of former street children from Durban, South Africa, will be touring the UK over the next two weeks, hitting beaches and other venues across England and Wales between Friday 21 June and Wednesday 9 July.

The team learnt to surf with Umthombo Street Children, a partner project of the Amos Trust which works in several countries to promote human rights.

The Umthombo Surfing Programme was created in 2005 to provide street children with an alternative to street life, to build their self-confidence and self-esteem, and give them fresh motivation to end their dependency on solvents and to give Umthombo's social workers a new way to help reintegrate these children back into homes and mainstream society. As the first black surf team in Durban, they have already had success in local competitions and individuals have gained sponsorship from both local and international surf companies. The team have come together not just to surf competitively, but to shatter perceptions of street children. Now as an adult team they are trying to provide an outlet for all street children and by using surfing as a tool they are aiming to show the world that these children still have potential to succeed.

Some of the lead surfers from the team, along with Umthombo founder Tom Hewitt MBE, will be participating in the tour, which will start and end in London with two receptions. In between these events the surfers will compete in Cornwall, Devon and South Wales. In addition they will visit local schools and the riders have committed to trying to surf the annual tidal phenomenon on the river Severn; the Severn Bore.

Surfers Not Street Children also hopes to expand its impact into two new African countries. Hewitt said that during the past 21 years he has worked with street

children, it "became clear that fusing high intensity activities with psychosocial support was critical in giving these children an alternative path to the dangers and addictions of street life." The children themselves have stated that being a part of the team really has changed their lives. "When I surf I feel like I am flying. I am far above street life" is how Khotso, aged 15, a former street child whom is now a part of Umthombo, described the project. Another former street child commented that "The Umthombo Surf Programme changed my life, I was doing glue. I was doing bad things, but now my eyes are open and I can see a new way to be."

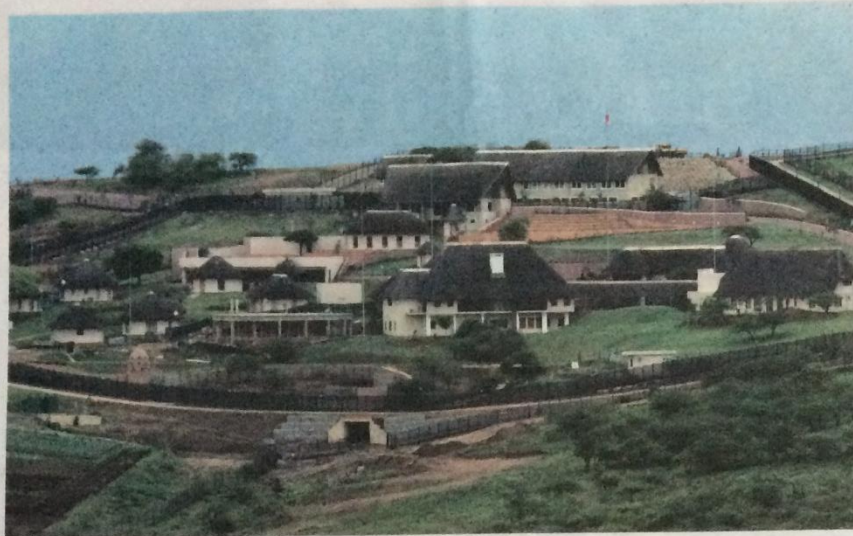
The project has gained so much support that even Paul Canning, the former World Tour Pro Surfer and Manager of O'Neill, Africa, has said, "It's great to see the awesome work Umthombo have done in getting the kids off the streets and introducing them to the ocean and a clean and healthy lifestyle. I believe that through the positive guidance of Umthombo it is just a matter of time until we see one of these young guys make it to the top of the international surfing world."

### The Tour:

**Fri 21 – Sun 23 June** - Gold Coast Ocean Fest, Croyde, North Devon.  
**Sun 23 June, 11am**, Service at St George's Church, Georgeham, North Devon; **Mon 24 June, pm** – Event in Bristol; **Tue 25 June, 8am** – The Severn Bore; **Fri 28 June, pm** – Family Barbecue – ChristChurch Virginia Water; **Sun 30 June, am** – Churches Together in Swansea service; **Mon 1 July, pm** – Event in Mumbles, S.Wales; **Wed 3 July** – Surfers Against Sewage Beach Clean, Redruth, Cornwall  
**Thurs 4 July** – Surfing with UK pro surfers, Fistral Beach  
**Sun 7 July, 10am** – Tube Station, Church and Surf, Polzeath  
**Tue 9 July, pm** – Evening fundraising reception on HMS President, London To find out more visit [www.amostrust.org](http://www.amostrust.org)







## Shhhh... Multi-million rand Nkandla upgrade declared top secret

Not even Auditor General Terence Nombembe and Public Protector Thuli Madonsela will be able to see the long-awaited report on Jacob Zuma's Nkandla upgrade

by SHANNON CLARK

THE report that many have been waiting for, containing details on President Jacob Zuma's multi-million rand upgrade on his Nkandla residence, has now been declared a top secret document.

Thulas Nxesi, the Public Works Minister, announced earlier on this week that as the State Security Minister Siyabonga Cwele had confirmed the presidential task team's report in terms of the Minimum Information Security Standards (MISS), it would not be made available to the public.

Zuma is accused of using more than R200 million of taxpayers' money for renovations at his KwaZulu-Natal homestead.

Many people have been awaiting the release of the report for close to three months.

National Assembly Speaker Max Sisulu is said to be among those waiting for Nxesi to publicise the Nkandla report.

It had been believed that the Joint Standing Committee on Intelligence would be dealing with aspects of the upgrade such as changes related to the security but that other parts including the construction, over-charging and fraud would be referred to other committees.

However this has not been the case and this high security decision will mean that even the Auditor General Terence Nombembe and the Public Protector Thuli Madonsela will be unable to see the report.

It is currently being argued that as MISS was never actually passed through Parliament and was only created by the Cabinet that it cannot be classed as a

legally-binding agreement.

Many ministers are now fighting to have the upgrade details publicised.

DA parliamentary leader Lindiwe Mazibuko told the Cape Times that the DA would table a motion in the Joint Standing Committee of Intelligence in the hope that the report would be sent back to Nxesi.

Following this act the minister

must then "submit to Parliament a redacted report, which must be made public before the relevant, open portfolio committees."

Finance Minister Pravin Gordhan has said that he hopes the Nkandla spending details will be released to the public soon as "from a government point of view we want to know who overcharged, to what extent and how do we recover the money."

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