

Matthew Brown

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Having won NCTJ Awards for Excellence Best Student Project 2015 and graduated with a First Class BA (Hons) Multimedia Journalism degree at Teesside University, I have industry experience in news and magazine journalism, PR, digital marketing and hold NCTJ certificates in Public Affairs, Media Law, Reporting, Video Journalism and 100wpm Shorthand.

My final major project, The North Crowd, is a multi-award winning multimedia regional news website having won NCTJ Awards for Excellence Best Student Project and Teesside University Best Final Year Project 2015, and has been commended for its wide new coverage. It can be accessed here: mmj.tees.ac.uk/~project22. I have also been awarded as Entertainment Reporter of the Year 2015, Blogger of the Year 2014 and received a certificate for demonstrating outstanding entrepreneurial skills from Teesside University.

I have experience of working in a professional newsroom having spent time at the Evening Gazette as well as spending a year as editor of Teesside University student newspaper Tside. A successful placement at NARC Magazine also led to a freelance role of which I currently carry out in my own time alongside a full-time digital marketing role at business start-up Acorn Money Limited.

EMPLOYMENT AND WORK EXPERIENCE

Acorn Money Limited – July 2015 – Present

- Review and update marketing strategy – general media, website SEO, social media
- Managing blog content to support marketing strategy using editing software including Adobe
- Creating and managing advertising campaigns in print and online
- Design and manage newsletters

NARC Magazine freelancer – March 2015 – Present

- Conduct interviews and then produce articles for magazine and website
- Review music and live performances
- Gained insight into how the magazine is planned

The North Crowd – February 2015 – May 2015

- Award-winning university final project (Best Final Year Project 2015)
- Led a small group to produce an engaging multimedia news website
- Designed and developed website
- Produced video, audio and copy content
- Produced and presented live TV programmes

Tside Editor – October 2014 – May 2015

- Overall responsible for the publication's content
- Leading a team of editors and reporters to ensure all deadlines are met
- Liaising with Public Relation teams in order to secure celebrity content
- Proof-reading and designing a core number of the publication's papers

North Riding County FA – August 2014

- Three week placement at North Riding County FA
- My roles involved updating the County FA website
- Managing the County's social media accounts

- Writing and sending press releases

Northern Tone: October 2013 – July 2014

- A local music blog focussing on Teesside music, with news, reviews and interviews.
- Features a range of multi-media such as video, audio and photography
- <http://northerntoneblog.wordpress.com/>

Evening Gazette: September 2013

- Taken on by the Evening Gazette to work on the sports desk for a week
- My roles included writing stories for the newspaper, rewriting press releases, proof reading and conducting phone interviews which would quickly be turned around into well written articles
- “Matthew showed a willingness and ability to undertake all the tasks we set him during the week.” **Martin Neal, Evening Gazette sports desk**

SKILLS

Journalism:

- I have considerable experience in newswriting and newsgathering, video recording and editing, researching, proof reading, reviewing, radio and video script writing and I also possess a respectable interview manner. I am capable of writing in several styles including news, feature, entertainment, sport and review.

Technical:

- I am skilled with Adobe software including After Effects, Audition, Illustrator, InDesign, Premiere and Photoshop, and regularly use these programs to produce engaging audio, video and photographic content.
- I am efficient with managing social media platforms, designing and developing attractive websites using WordPress and HTML and possess a clear understanding of SEO.
- I am fully experienced and trained with working with recording equipment including AC90 Panasonic cameras, Kodak Zi8s, digital cameras, tripods, audio kits, radio mics and auto cue.

EDUCATION

Teesside University (2012-2015)

- First Class Degree in BA (Hons) Multimedia Journalism Professional Practice and NCTJ qualifications.

Cleveland College of Art and Design (2010-2012)

- BTEC Diploma in Interactive Media: Triple distinction & B in AS Graphic Design

Kings Manor School (2005-2010)

- 10 A-C GCSEs including Maths, English and Science

Referees:

Bethany Usher
Teesside University lecturer
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Teesside University lecturer
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