



A podcast about leg waxing.  
A Facebook post.  
A floating key ring.  
A flag.  
Website copy for a design company.  
This CV.

Whatever the creative solution, my work is always produced to a high standard for my clients. I love being part of a team and creating targeted communications that get results.

## Relevant Experience

### **Sussex Police - Public Relations Officer** November 2009 – ongoing

**Terrorism** An internal client tasked me to design a campaign that would increase terrorism reports from people using local harbors. As a result of my research, I managed the design and production of weatherproof posters and floating key chains. To attract people at events to talk to terrorism officers, I had leaflets, outdoor flags and display stands made. The press release I wrote was featured in specialist media, in the local papers, on the radio and television.

**Social Media** I speak at national conferences using practical examples from my own experience.

**Marketing** I help Sussex Police strategically target their communications and engagement, internally and externally, using marketing techniques such as PESTEL analysis, focus groups and journey mapping. I work closely with the senior management team for West Sussex Division, creating their messages to fit in with force wide communications strategies, as well as their own individual styles.

**Change Management** I am leading the change management communications for the merging of two divisions, using a newsletter, an intranet site, a dedicated email address and Change Champions - a group of 50 people who have been nominated as the points of contact for communications. I am managing the media releases about the merger, speaking directly to influential journalists to ensure accurate and positive coverage. Local elections are due in May so to prevent the merger becoming a political issue, I ensure key individuals in Sussex Police are speaking to stakeholders such as the policing minister and I prepare detailed briefings for these occasions.

### **Mercury FM - Breakfast Journalist (Global Radio)** January - November 2009

- Wrote and read news bulletins and updated web content
- Recorded and produced podcasts. One of those was designed to increase the number of people giving blood. It included an interview with a teenager who was donating for the first time, a mother whose baby daughter had to have transfusions and the now five-year-old herself.
- Set up and developed a social media page
- Organised and conducted interviews in the style appropriate to each story

### **BBC Southern Counties, Kerrang! Radio, Southern FM, Mercury FM - Freelance Broadcast Journalist** August 2008 - January 2009

I worked consistently as a freelance journalist at some of the most respected commercial stations in the country, reading the news and acting as a reporter.

### **Xfm Manchester - Breakfast Newsreader and Co-Host (Global Radio)** May - July 2008

- Wrote and presented half hourly news bulletins and co-hosted the prime-time show
- Worked at festivals interviewing musicians and recording packages to strict deadlines

**Xfm Scotland - Broadcast Journalist (GCap Media now Global Radio) December 2007 - May 2008**

- Reported on major stories from throughout the central belt
- Wrote and read news, presented specialist sport and music bulletins and interviewed musicians

**Splash FM - Breakfast Journalist October - December 2007**

- Researched, wrote and read local and national stories in half hourly bulletins
- Reported from press conferences, council meetings and protests and built relationships with local press, police, politicians, campaigners and experts

**BBC Radio Five Live, Spirit FM, Isle of Wight Radio, Sovereign Radio, Arrow FM, 107.4 The Quay, Splash FM - Freelance Broadcast Journalist March - October 2007**

**Illuminations Film and Programme Productions - Researcher November - December 2005**

I researched content, designed costumes and sets, liaised with actors and venue staff and worked in the editing suites during the production of a Channel 5 documentary series.

**Education**

Qualification	Grade	Location	Dates
Broadcast Journalism Training Council (BJTC)	Merit	Highbury College	2006 - 2007
English Literature BA	2:1 (hons)	University of York	2002 - 2005
A Level: English Literature Ancient History Religious Studies	A A A	St Philip Howard High School	1995 - 2002
AS Level: Mathematics	B		
10 GCSEs	All at A - A*		

**Accolades**

- Highest rated speaker at the 2010 National Policing Improvement Agency Conference on Policing 2.0.
- Nominated for Radio Journalist of the Year 2009, EDF Energy London and South East Media Awards.
- Won one of three bursaries available to promising journalism students throughout the UK from GCap Media in 2007.

**Skills**

**Copywriting** I recently wrote the text for the website re-launch of a graphic design company. The number of project requests they have received through their site has risen from one every two to three months to one every day. Many of these clients specifically mention the humour in the text.

**Voiceovers** I work as a voiceover artist for companies including the Open University, Barnardo's, the Financial Services Authority and Echo Video Productions.

**Computers** All principal Windows and Mac applications and editing software such as Adobe Audition.

**Driving** Full, clean driving licence and own transport.

**Interests**

Eating out with friends, watching films, listening to music, playing on my Nintendo DS and trying to sew.

**References on request**