

A dynamic and driven professional with extensive experience in content creation, social media management, and video editing. Proficient in implementing successful strategies and fostering online communities. Possesses a keen eye for storytelling and demonstrates strong communication skills and a proactive approach to problem-solving.

## SKILLS

- Social media management
- Digital content planning
- Content creation
- Video editing
- Trend spotting
- Flexibility
- Resourcefulness
- Creative-minded
- Troubleshooter
- Communication
- Canva
- CapCut
- DaVinci Resolve
- Adobe Premiere Pro
- Meta Business Suite
- English (fluent)
- French (fluent)
- Italian (B2)
- Spanish (B1-B2)
- German (A2)

## WORK EXPERIENCE

### Assistant Producer (Social Media and Broadcast) - London

06/2023 - 12/2023

France Télévisions - London Bureau

- Social Media Content Creation: assumed responsibility for creating content for the bureau's social media platforms (Instagram, Facebook, X); scripted and edited news videos on Adobe Premiere Pro; sourced appropriate imagery; designed templates and social media covers on Photoshop and Canva; designed data visualisation and graphics for videos; edited a daily news review thread on Twitter.
- Social Media Management: effectively planned, delivered and managed organic social media content; implemented a new social media strategy and improved engagement rates, demonstrating strategic thinking and digital media expertise; monitored audience and metrics.
- Videography: self-produced and worked as part of a team to produce news segments; contributed to developing reportages by conducting pre-interviews, coordinating interviews, and organising shoots; filmed segments for news programmes.

### Editor/Content Contributor - London

11/2022 - 04/2023

City, University of London - Interhacktives

- Content Creation: created engaging videos and posts for Instagram and TikTok; edited videos on Adobe Premiere Pro; created YouTube thumbnails and Instagram covers on Adobe Express and Canva; created designs and data visualisations for videos; optimised videos for platform-specific requirements and best practices; incorporated the latest social media trends into content creation; relaunched and hosted our podcast and marketed it on social media.
- Social Media Management: implemented content strategies; introduced innovative templates for the website and social media channels; pioneered a new outreach strategy to connect with a broader audience in the field of AI.
- Editor role: produced and contributed to articles for the website and oversaw their publication; managed projects; created an editorial calendar.

### Freelance Documentary Filmmaker

03/2020 - 10/2021

The Prince's Trust / Waltham Forest College

- Roles: worked as director, screenwriter, storyboarder, co-editor and DoP.
- Communication: liaised with clients and internal college departments; developed interviewing skills.
- Event planning: Participated in the making of a multimedia exhibition where the documentary was featured.

## CERTIFICATIONS

Open University

07/2024- Present

### Digital Marketing Strategy

- Modules: using planning framework; managing tactical plans; setting up strategies.

05/2024

### Social Media Marketing

- Modules: the user journey; paid and organic social media; managing social media; effective communication.

## EDUCATION

### MA Interactive Journalism - Merit

(now known as Digital and Social Journalism)

2022 - 2023

City, University of London

- Contributed to the success of our website [Interhacktives](#) and its social media channels (Instagram, Facebook, TikTok, and YouTube). Served as the editor, contributing to articles for the website and overseeing their publication. Implemented new content strategies for social media, introducing innovative templates for the website and social media channels. Relaunched and co-hosted [the podcast](#).
- Developed a broad range of skills, including creative storytelling, open-source researching, video editing, interviewing, copyrighting, and UK media law
- Crafted compelling narratives and headlines for local and national news, highlighting a keen understanding of effective storytelling techniques for social and digital news outlets.
- Trained in SEO, SMO and audience strategy with practical application across the social media channels of Islington Now and Hackney Post..

### BA Film Production - First Class Honours

2019-2022

University of Portsmouth

- Produced an award-winning graduate film and supervised the entire production process, including casting, location and equipment hire, and coordination with professional photographers, make-up artists and a professional fight coordinator. Scheduled the various shootings, from photoshoots to filming in studios and on location. Captured our production process over several months and documented it on social media with photographs and videos for promotional purposes. Organised an online fundraising and worked on a marketing strategy to raise money.
- Specialised in scriptwriting, cinematography and production for film and factual filmmaking.
- Underwent comprehensive training on professional cameras, including Sony FX7, Arri Alexa, and Sony A7, as well as sound and lighting equipment.
- Acquired proficiency in fiction and factual video editing on Adobe Premiere Pro, DaVinci Resolve and Avid, demonstrating a comprehensive skill set in post-production processes.
- Successfully organised film festival submissions and crafted press kits, highlighting organisational and marketing skills in the film industry.