

Caitlin Jordan

Summary

MA Interactive Journalism graduate from City, University of London. A hard-working and driven individual with experience in multimedia production, SEO, social media and analytics.

Contact

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Academic History

Interactive Journalism MA - Predicted Merit

**2019-2020 | City, University of
London**

Modules: Data, Politics, Journalism
Innovation & Social, Community and
Multimedia Management

Journalism BA (Hons) - 2:1

**2016-2019 | City, University of
London**

Modules: Science and the Environment,
Arts and Culture, Broadcast, Online,
Print & Media Law and Ethics

A-Levels

**2014-2016 | Bishop Wand C of E
School Sixth Form**

English Literature (A*), Biology (B),
Geography (B), EPQ (B)

References

References are available upon
request.

Work Experience

Writer and Social Editor

Interhacktives | Sept 2019 - March 2020

- I am able to write for various beats and for Interhacktives I specialised in technology, data and digital journalism.
- I managed the Instagram page and effectively used strategies to boost engagement and growth.

Reporter and Multimedia Editor

Islington Now | Sept 2019 - March 2020

- Wrote and subedited articles for an online newspaper in Islington.
- As the multimedia editor, I also worked with the editorial and digital teams to produce videos and multimedia edits for online and social media.

Junior Copywriter

Fabric For Freedom | April 2019 - Sept 2019

- Subedited and wrote articles for the sustainable fashion brand. I also managed the weekly newsletter, website and social media accounts, keeping in line with the brand's image.
- Liaised with other businesses to propose collaborations.

Editorial Intern

Society19 | Jan 2019 - April 2019

- Wrote about relationships, travel and fashion for the online lifestyle magazine.
- To boost traffic, articles were written with SEO and social media in mind.
- Actively worked with the editorial team to pitch and collaborate ideas.

Community Leader and Moderator

Amino Apps | May 2015 - Sept 2017

- I moderated and led a team of curators for a social platform similar to Reddit.
- My main responsibility was to select UGC and tailor the app's featured feed for over 1 million users. I also developed engagement strategies to encourage user interaction and growth.

Skills

- Journalistic Writing
- Communication
- SEO
- Social Media Management
- Copywriting & Digital Marketing
- Adobe Software
 - Premiere Pro, After Effects,
 - Audition, Photoshop & InDesign
- Studio and newsroom experience
- Media Law
- Photography

Interests

- Photography and drawing
- Exploring cities, finding unique spots and trying different cuisines
- I love experiencing different cultures and learned Arabic during my studies
- Member of the Anime and Manga society