

LUCY CAROL NORRIS

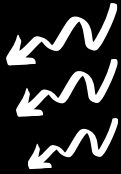
+353 83 068 0407

lucynorris14@gmail.com

Podcast

LinkedIn

Instagram



A self-motivated, conscientious and enthusiastic individual with excellent communication skills. An independent, creative thinker not afraid of hard work and will stay the course until the job is completed. Podcast host, multimedia journalist and content creator.

SKILLS

- Good knowledge of social media (managing accounts and navigating features) and computer software packages (Excel, Final Cut Pro, Adobe Audition, Premier Pro, After Effects, Photoshop, AEM and InDesign).
- Keen interest in current affairs, writing and presenting.
- Grade 6 Trinity College Singing. Trained extensively in musical theatre.

EDUCATION

- BA Hons Journalism and the News Industry at University of Kent (2:1)
- NCTJ Public Affairs, Essential Media Law, Broadcast, Court Reporting, Essential Journalism Shorthand 80 wpm, Typing 63 wpm
- Fashion Journalism course at the Conde Nast College of Fashion and Design.
- Irish Leaving Certificate: 545 from 600 points (grades: 2 A1, 2A, 2B)
- IGCSE: English A*, Math C

EXPERIENCE

- Freelance Copywriter and Presenter: October 2019 - Present. Clients include : Ryanair.com, Tune Release, The Biscuit Marketplace, Social Minds, Irish Tech Society. Providing original copy for company marketing in the form of interviews and blogs, creating travel content for online distribution by attending press trips across Europe, writing press releases for musicians to be distributed to media. Hosting live social media chats with Irish personalities and webinars.
- Digital Content Executive at Ryanair: February 2019 – Sept 2019. Communications department, producing articles and content for website Try Somewhere New. Travelling to report and promote new destinations – creating video and written content. Managing and sourcing social influencer collaborations. Regular use of Adobe Experience Manager, SEO, Premier Pro, Adobe After Effects and Photoshop.
- Editorial Contributor at Northern Woman magazine: October 2017 – present (freelance). Northern Woman (NW) is Northern Ireland's premier fashion, beauty and lifestyle glossy publication. As a freelance editorial contributor, I pitch, write and source all images for the fashion / lifestyle features department.
- Social Media Strategist: for Ballylough Living History Limited. December 2017. A charity based in Bushmills, NI, set up to research and develop the Ballylough site. Full social media package delivered for years 2018-2020 of all events scheduled for Ballylough.
- Editorial Assistant Intern at Irish Tatler magazine: July 2017 – September 2017. Assisting the editorial team with social media coordination / management. Assisting with creating copy and general daily tasks at the magazine headquarters.

- ITV Insight Programme: January 2017 – 2019. Accepted applicant of the ITV Insight talent Pool.
- KMTV studio intern: September 2016 – September 2017. Working soundboard, payout in the gallery and cameras in the studio as well as sourcing, interviewing and reporting full news packages alongside editing copies suitable for social media sharing.
- RTÉ Radio: September 2016. Work experience at the national radio broadcaster, shadowing radio DJs, production managers and researchers at the organisation.
- Kentish Gazette: May 2016, Whitstable, Kent. One week work experience assisting on the news desk where I had numerous down pages published in the Kentish Gazette. Also created a byline story in the Whitstable Gazette. Sourcing (via Twitter hashtags and Facebook groups), transcribing and interviewing local residents for stories.
- Short listed for the Sky news Scholarship for journalists: 6 out of 100 students chosen for my application on “How I would cover the 1916 Easter Sunday Rising” for a worldwide audience using, TV, radio, online and print, over a 24hr. timeframe.
- KISS Magazine: 2014 Intern. Creation and production of August issue editorial page “The Intern Edit”. Exposed to practices and requirements to produce monthly magazine, deadlines, content, editorial presentation and sign off. Learned operating office etiquette.
- Namibian Broadcasting Corporation: Windhoek, Namibia. Two week program to experience TV broadcasting production. Shadowed the current affairs Producer, during production of “Opportunity Knocks”, <http://www.nbc.na/>, a weekly program highlighting successful entrepreneurs in Namibia. Spent time on location recording and interviewing entrepreneurs, along with in-station editing exposure to prepare weekly program.
- The Irish Times: Submitted and had published an article in the Generation Emigration section of Times. [www.irishtimes.com http://www.irishtimes.com/blogs/generationemigration/2/013/08/17/the-most-exciting-adventure-of-my-short-life-so-far/](http://www.irishtimes.com/blogs/generationemigration/2/013/08/17/the-most-exciting-adventure-of-my-short-life-so-far/)