

Zara Simpson

United Kingdom

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Final year BA(Hons) Journalism and Media & Culture student at The University of Worcester. Seeking an entry-level position to utilise the communication, resourcefulness and teamwork skills developed throughout my education and through voluntary work. I have skills and attributes to offer the journalistic world including both writing and proofreading, creative thinking skills and strong written and verbal communication.

Education

University of Worcester (2023-2026)

BA(Hons) Journalism and Media & Culture

Relevant modules include:

- Law and ethics: researching and reporting both statutory and voluntary media regulations, learning the legal system as well as, where appropriate, of comparative systems in Scotland, Northern Ireland and the Irish Republic.
- Advanced PR and Communications: Creating my own media management campaign pitch and presenting it to a classroom of both peers and lecturers.
- Commercial uses of social media: Learning to analyse a variety of social media and marketing cultures with links to theoretical considerations.
- Live News Production: How live news production works behind the scenes and the ethical considerations surrounding it.
- Podcasting: How podcasts are created, and the behind the scenes of planning, recording and editing each individual podcast.

Shrewsbury Colleges Group (2021-2023)

A-levels: Biology, Law and Psychology

Meole Brace Secondary School (2016-2021)

10 GCSEs (grades 6-8) including English, Maths, Triple Science and Graphic Design

Relevant Experience

Nifty Communications and PR (2024)

- Refined press releases to align with brand voice.
- Built a list of rising content creators and created a contact list.
- Handled packing PR gifts for content creators.
- Increased engagement on brand accounts thanks to different collaborations and communicated through comments and direct messages as different brands.
- Brainstormed content creation ideas.

Shrewsbury Town Football Club (2024)

- Curated and edited various social media posts for different platforms which subsequently helped raise engagement levels.
- Drafted, proofread and published both pre- and post-match reports.

Additional Work Experience

Bar Assistant, The Hangar Student Union (2024-present)

- Ensured customer welfare by addressing needs proactively.
- Assisted in running events for both the bar and also The University.

Bartender/ Waitress, Sapey Golf Club (2024)

- Welcomed and served customers both food and drink while making sure it is all up to standard.
- Executed making drinks upon request.

Crew Trainer, McDonalds (2021-2023)

- Trained all new starters on all areas, both front and back of house.
- Supported managers with running a shift.
- Maintained that hygiene regulations were always followed to a high standard.

Additional Skills

- IT: Proficient in Microsoft Office (Word, Excel, PowerPoint). Practiced and developed these skills consistently to complete assignments to a high standard during studies.
- Organisation and time management: Successfully combining study, part-time work and volunteering.
- Negotiation: As course rep for my course year, I negotiated changes to the seminar timetable to enable better use of our time and to create a more suitable timed lecture to therefore promote productivity.
- Written communication: For my university course, producing essays, reports, news articles to strict guidelines.
- Verbal communication: Dealing with customers at various jobs, including complaints referred by junior staff, as well as communicating with staff and managers. As well as this on my university course, creating and giving presentations to large and small groups, both on my own and with fellow students.
- Leadership: Crew trainer at McDonalds, responsible for training new starters, helping run shifts and helping create a great customer experience.
- Analytical thinking: Throughout my education I've been able to apply statistical and numerical techniques to process data.
- Research skills: Throughout my time at university, I have had to develop strong researching skills to help guide me through different assignments and to help me understand my course.
- Podcast production and scripting
- Copy editing and proofreading
- Legal and court reporting

Volunteering:

- Student staff liaison for all three years on my university course.

References available upon request