

# Natasha Patel

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## Personal Profile

I am a proactive, energetic person who approaches each task as a professional matter with plenty of enthusiasm. As a journalist with a qualification from the NCTJ I have worked for many organisations; national newspapers, glossy magazines and B2B publications. All of these roles have taught me valuable skills about writing, editing and communication. I believe I am a team player and well-rounded individual who enjoys and thrives off a challenge.

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## Education

January 2017 – May 2017 **Press Association Training** NCTJ News Reporting  
(Shortland 1400/PS, Law, Government, Production, Court Reporting and  
Event/Journalism, Bites)

September 2013 - June 2014 **Brunel University** (BA English (overseas))

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## Work Experience

### Absolutely Magazines, East Media

Editorial Writer, Freelance

January 2020 - Present

- Working across titles including Absolutely, Absolutely Weddings, Absolutely Home and Absolutely Education
- Writing and researching articles for print and online
- Conducting interviews and representing the company at events

### ELLE UK, Hearst

Fashion Assistant Intern

November 2019 - December 2019

- Organising call-ins and returns for photo shoots
- Assisting on location during shoots
- Liaising with PR teams to ensure all items arrive in an orderly fashion

### Cultural Agenda

Senior PR Account Executive

April 2019 - November 2019

- Working across a range of clients in the luxury design and interiors industry
- Copywriting and creating press releases using InDesign and Photoshop
- Building relationships with journalists and executives of the press to secure coverage
- Researching trends, digital content and industry news
- Event management including budgets and ad-hoc details
- Managing junior staff and interns

### Mall Online

Shoebusiness Reporter

October 2018 - April 2019

- Producing clear, concise copy in a fast-paced environment
- Adhering to the Mall Online tone of voice to write articles
- Researching stories and responding swiftly to breaking news
- SEO management
- Interviewing celebrities and people of interest
- Using media law knowledge to produce articles that comply with regulations
- Building relationships with PR officers and talent managers