

Natasha Patel

natashapatel@live.co.uk 07895 172986
N14 4XR, Oakwood, London

Personal Profile

I am a proactive, energetic person who approaches each task in a professional manner 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.

Education

January 2017 – May 2017 Press Association Training NCTJ News Reporting
(Shorthand 100WPM, Law, Government, Production, Court Reporting and
Essential Journalism, Ethics)

September 2011- June 2014 Brunel University (BA English Literature)

Work Experience

Absolutely Magazines, Zest Media

Editorial Writer, Freelance January 2020 – Present

- Working across titles including Absolutely, Absolutely Weddings, Absolutely Mama 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 members of the press to secure coverage
- Researching trends, digital content and industry news
- Event management including budgets and adhoc details
- Managing junior staff and interns

Mail Online

October 2018 – April 2019

Showbusiness Reporter

- Producing clean, concise copy in a fast-paced environment
- Adhering to the Mail 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

Tribu-te Magazine

June 2018 – September 2018

Deputy Editor

- Managing and writing editorial content for the hairdressing industry
- SEO and social media management
- Using Google Analytics to track and monitor performance
- Writing fortnightly newsletters using MailChimp

Marie Claire, Time Inc

March 2018 – April 2018

Beauty Assistant, Freelance

- Researching stories for print and web
- Liaising with PR teams nationally and internationally
- Organising fashion and beauty call-ins and returns
- Helping co-ordinate fashion photoshoot

Fabulous Magazine, News UK

December 2017 – February 2018

Digital Features Writer, Freelance

- Pitching and writing stories in the lifestyle, health, fashion and beauty sector
- Writing copy for the website through HTML, SEO and CMS
- Turning around many pieces of content in a short space of time
- Interviewing for exclusives
- Producing copy for e-commerce purposes

The Sun Online, News UK

July 2017 – January 2018

Digital Production Journalist

- Sub-editing stories for online while being mindful of legal and ethical issues
- Researching and fact-checking articles
- SEO management
- Using programmes such as Methode, Wordpress and Citrix

ITV PLC

June 2015 – December 2016

Sales Assistant promoted to Sales Executive

- Account management of many high profile brands
- Maximising revenue through advertisements
- Building and maintaining relationships with buyers
- Negotiating with large sums of money
- Confidence with providing excellent communication skills through email and telephone

Skills and Activities

- Recipient of the Journalism Diversity Fund proving I have the ability and drive to succeed in the journalism industry
 - Experience in using Microsoft Word, Excel, PowerPoint, Outlook, Photoshop
 - Successfully completed Duke of Edinburgh Silver award, walking 25 miles over 3 days in a team of 6
 - Diploma in North Indian classical dance
 - Grade 3 Piano
 - Grade 4 LAMDA
- References available upon request*