

KIRSTY LOUISE PROWSE

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BIO



I'm currently employed as a content editor at online sports retailer **Pro:Direct Sport**, where I write and edit a variety of creative content and manage their social media channels. Having previously had the experience of working in journalism, public relations and digital marketing, I have acquired several valuable strengths including excellent interpersonal, communication and organisation skills. With an unquenchable thirst for knowledge, I thrive in the communications world and find it impossible to see myself working in any other industry.

SOFTWARE SKILLS



Adobe Creative Suite skills range from professional image manipulation, video editing to graphic production and print design using Photoshop, InDesign and Premiere Pro.



A lot of experience in using Microsoft Office software including Word, PowerPoint, Outlook and Excel.



Experienced in using WordPress for content management and website design.

SKILL SET



REFERENCES

References available upon request.

EDUCATION

2008

South Devon College:

First Diploma Media:
Distinction

**Creative Media Production
BTEC Extended Diploma:**
Distinction Merit

2011

University of Plymouth:
**Journalism and Practical
Media FDA:**
2:1

2013

Southampton Solent
University:

**BA (Hons) Magazine
Journalism and
Feature Writing:**
2:1

INDUSTRY EXPERIENCE

Content Editor at Pro:Direct Sport: May 2015 - Present

Experience includes: Writing, editing and proofreading website content, articles, SEO-related copy, emailers and other marketing material. I also plan and execute all of their social media campaigns including paid ads.

Intern Reporter at Medavia: Dec 2014 - Jan 2015

Experience included: Sourcing and writing news stories and features for national online newspapers and magazines including the Daily Mail, the Huffington Post, the Mirror, Take a Break and Cosmopolitan (US).

Digital Marketing Intern at blur Group: May 2014

Experience included: Engaging with clients through social media channels, sharing content, blog writing and coming up with innovative marketing and design ideas.

Freelance Work: 2011 - 2014

Chillisauce.com (2013-2014):

Writing extreme sports features for an online platform.

Chemical Magazine (May 2011-2012):

Sourcing and writing news stories and features on a variety of topics including celebrity culture, music and fashion.

Wikio Experts (Aug 2011-2011)

Writing articles on a variety of topics including celebrity culture and arts and crafts for an online platform using SEO keywords.

PR Assistant Intern at Devon Air Ambulance: April 2013

Experience included: Writing press releases, writing news stories, sub-editing, introducing marketing ideas, liaising with journalists, updating contacts database and magazine design.