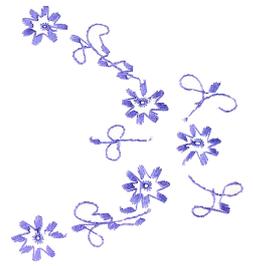




# ELLA TAYLOR



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## Experience

### Future Publishing, Immediate Media, Voyageur Publishing, Wildfire Comms

Bath and Bristol | Freelance Journalist and Production Editor | 2016-present

- Research subjects to help conduct insightful interviews and find interesting examples
- Write compelling headlines, standfirsts, pull quotes, captions and cover lines that pique readers' interest
- Use authentic SEO strategies in web content and social media posts to increase traffic

### The Mead Community Primary School | Trowbridge | Class Teacher | 2014-2016

- Turned dry National Curriculum objectives into exciting lessons, using drama and
- Ran a blogging club that taught 7-11 year-olds newsgathering skills
- Wrote intriguing story starters and descriptions to inspire pupils' writing

### Future Publishing | Bath | Production Editor | 2011-2013

- Wrote engaging headlines and page furniture to grab readers' attention
- Fact checked, rewrote and edited articles to make them interesting and accurate for readers of over 25 titles
- Ensured high standards in the *TechRadar.com* redesign, subbing, 'SEO-ing' and uploading fresh content

### Newzeye | London | Assistant Editor | 2008 – 2010

- Wrote timely articles for *Sustainable Building* and *Brownfield Briefing*
- Developed timely, profitable new supplement that broke new ground, with respected industry contributors
- Recruited and managed interns, training them in InDesign and ensuring their contributions were valuable

### IPC Media | Croydon | Freelance Journalist | Aug-Sept 2008

- Wrote timely news, events pages and a front-page feature for *Prediction*
- Fact-checked specs for leisure titles to provide accurate information
- Ensured briefs were met, rewriting copy where necessary to make it as strong as possible

Plus Editorial Intern at *The Sunday Times Magazine*, London (May 2008), *French News*, Périgueux (Aug 2007) and Aspect Media, London (July 2007)

## Achievements

### Guardian journalism competition | June 2008

- Won a place in the semi-final of the Guardian's International Development Journalism Competition and publication on *Guardian.co.uk* for my feature taking a unique angle on the theme of UN development goals

## Education

Bath Spa University | 2013-2014 | *Postgraduate Certificate in Education (Primary, with an English specialism)*

Kingston University | 2005-2008 | *Journalism BA (Hons), First Class*