

ROBERT SMITH

Music Journalist

info@qwikresume.com | <https://Qwikresume.com>

As a Music Journalist, developing and maintaining local contacts, assuming a public relations role. understanding and complying with media law and industry codes of conduct.

2010 - 2011

MUSIC JOURNALIST - DELTA CORPORATION

- Generated ideas for stories and features and following leads from news agencies, the police, the public, press conferences and other sources.
- Pitching ideas to editors and commissioners.
- Researched, verified and collated evidence and information to support a story using relevant information sources such as the internet, archives, databases, etc.
- Wrote scripts for bulletins, headlines and reports
- Selected appropriate locations, pictures and sound and exercising editorial judgement on the best angle from which to approach a story.
- Identified necessary resources and deploying and managing technical crews for location shoots, including sound operators and camera crew.
- Provided directorial input, advising crews on what to film or record.

2008 - 2009

MUSIC JOURNALIST - DELTA CORPORATION

- Own end-to-end responsibility of creating, drafting & managing the content for CloudThat content properties such as blogs, articles, infographics, websites, and other online/offline media channels.
- Utilize industry best practices and familiarity with the organization mission to inspire ideas and content.
- Developing and implementing effective search engine optimization (SEO) strategies to achieve organic traffic and conversion goals.
- Writing content for PR related activities with inputs from CEO and higher executives.
- Ideating and drafting content for marketing collaterals such as brochures, landing pages, webpages, e-books, case studies, whitepapers, etc.
- Coordinating content with design, social media marketing and other activities.
- Write headlines, ad creative copies, post copies, script for videos, social media posts, marketing campaigns & website pages.

EDUCATION

MA in Journalism

SKILLS

Exceptional writing and Research skills.