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London, UK

Maya Anderson

Personal profile

Dedicated and seasoned Senior Journalist with over 10 years of experience delivering compelling news stories to a diverse audience. Adept at on-the-spot reporting, conducting in-depth interviews, and producing engaging multimedia content. Natural leader with an excellent track record of leading teams and inspiring others while adhering to journalistic ethics.

Skills

Investigative Journalism

News Reporting

Interviewing and Source Development

Fact-Checking and Accuracy

Multimedia Storytelling

Video Production

CMS (WordPress and Craft)

Editing

Education

Bachelor of Journalism, University of London, 2013

Certificate in Foundation Journalism, National Council for the Training of Journalists, 2020

Work experience

Senior Journalist, London Times, London, 2020 - Present

Lead and mentor a team of junior journalists and interns, providing feedback and guidance on their work. Research and write news articles covering various topics, including politics, business, and culture. Conduct interviews with public figures and experts to gather insights and quotes. Develop and pitch original and innovative story ideas that align with the publication's vision and goals.

- Successfully covered major breaking news events, such as the 2020 election, with articles consistently ranking among the top on the website.
- Increased article engagement by 20% through the implementation of SEO optimisation techniques.

News Reporter, City Herald, Birmingham, 2015 - 2020

Covered local events, news stories, and community issues. Established and maintained relationships with sources, experts, and stakeholders in various fields and sectors. Represent the publication in media events, conferences, and panels. Review, edit, and approve the work of junior journalists and interns, ensuring quality, accuracy, and consistency.

- Led investigative reporting on a corruption scandal, resulting in the resignation of a public official and an award for outstanding journalism.
- Produced a weekly video news segment that consistently garnered over 50,000 views on social media.

Additional experience

Freelance Journalist, Various Publications, 2013-2015

Analysed and interpreted data, statistics, and trends to produce data-driven stories and infographics for diverse topics, including travel, lifestyle, and technology. Pitched story ideas and conducted independent research while ensuring on-time delivery of projects. Adapted writing style and tone to match the publication's audience.

- Secured front-page features in three national publications, driving increased readership and engagement.
- Successfully pitched and wrote a travel series that generated a 25% increase in website traffic for a travel publication.