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# ANJA SWAN

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## PROFILE

I am a self-motivated, energetic and creative individual with the ability to successfully plan, develop, manage and deliver communications services to meet the specific need of an organisation. Using my knowledge and experience as a journalist, I am able to work to tight-deadlines, provide excellent written and verbal communication and generate interesting and news-worthy copy and campaigns.

## EXPERIENCE

### ANJA SWAN COMMUNICATIONS LTD

MARCH 2015 - PRESENT

Utilising local contacts and media relationships to build on my freelance portfolio, ASC provides a range of creative services for local organisations and businesses across Cumbria. Daily tasks include social media management and training, video production and editing, graphic design and website development and management. I have held a range of contracts, from website development for a local museum, a community fund and estate-agent, to designing logos for start-ups and boosting online presence. This self-employed role requires meticulous attention to detail, organisation, determination and motivation.

### COMMUNICATIONS OFFICER, COPELAND BOROUGH COUNCIL

JANUARY 2015 - NOVEMBER 2016

Supporting the effective delivery of the council's business objectives, my role involved the development, delivery and evaluation of proactive and reactive communications across a range of channels. Acting as a spokesperson for the council, daily tasks included monitoring media coverage and advising Councillors and Directors on appropriate responses, as well as generating positive and prominent media coverage through eye-catching and informative press releases. I also contributed to the monthly production of two corporate digital magazines using MailChimp. This involved confidently liaising with a range of stakeholders, and often required the ability to translate complex content into clear and concise copy.

I was also responsible for the daily development, promotion and management of all social media platforms, as well as providing social and traditional media training to Councillors, council staff and the Corporate Leadership Team. This involved workshops, large-group presentations and online classes, as well as creating digital imagery and video using a DSLR camera and Adobe software.

The role also involved corporate communications strategies to be developed and implemented for a range of objectives. I was responsible for the marketing and communications of local community launches, environmental health campaigns, council meetings and local elections. In addition, I was available 24/7 for emergency communications. Situations such as weather warnings required flexibility to communicate with a range of government bodies at any time of day, and work quickly to get clear and concise advice to the public through social media and web platforms. As part of this job specification, I also participated in the OSCAR emergency exercises.

### FREELANCE PRODUCTION JOURNALIST, ITV BORDER/ TYNE TEES/ CALENDAR

DECEMBER 2013 - JANUARY 2015

Working alongside passionate and driven multi-media journalists to create high-quality news broadcasts for Yorkshire, Newcastle and Cumbria. Roles included planning, editing, interviewing, writing and researching, as well as having the opportunity to observe and participate in every aspect of the production process. This role also gave experience using non-linear digital news-cutter editing software and enabled me to build my contacts.

#### ASSISTANT/ INTERN, MCG PR

MAY - JUNE 2014

Gaining this internship after successfully participating in the prestigious Claire Mascall PR competition, I accumulated valuable knowledge within a range of digital PR and social search services including social media management, search engine optimisation, reputation management and social-focused content development. The internship focussed closely on promoting local businesses in Leeds and building social awareness on web platforms such as Twitter, Pinterest, WordPress and Facebook. Roles included writing press releases, researching, copywriting, media relations and internal communications.

#### ASSISTANT/ INTERN, STAR MAGAZINE

JANUARY 2014

Reporting for a busy national magazine on celebrity gossip and fashion. This internship was an exhilarating experience and allowed me to gain experience within both digital and print journalism. I offered to report on an event in London, which resulted in gaining a celebrity interview. This interview later featured in the magazine and on the website. My roles included transcribing, editing, researching and writing new content, interviewing and assisting the online team with the upkeep of the website and social media accounts.

#### EDUCATION

BA (HONS) JOURNALISM, 2:1, LEEDS METROPOLITAN UNIVERSITY, 2014

The degree focussed on a variety of skills and techniques relevant to multi-media. The modules include: Digital Media, Research and Writing, Teeline Shorthand, Online Technology and Techniques, Radio Journalism, News Sources, Print Journalism, Government in the UK, Media Law, Television Journalism and Public Relations.

ACCESS TO HE DIPLOMA, FURNESS COLLEGE, 2011

English and Sociology. Grade: Distinction.

WYNDHAM SECONDARY SCHOOL, 2007

10 GCSE's including maths, science and English. Grade: A-C

#### OTHER EXPERIENCE

THE CLAIRE MASCALL PR PRIZE

I entered a university competition in January 2014, which involved explaining concisely how the Governor of the Bank of England could win public approval of the new polymer bank notes through an effective public relations campaign. My entry achieved 2nd prize and I consequently won £500 and an internship at MCG PR.

CHILDREACH INTERNATIONAL VOLUNTEERING

In 2012 I became involved in a university volunteering programme, which included climbing to Everest Base Camp to raise money for charity. I am a keen walker and enjoy setting new challenges and achieving goals and ambitions.

#### RELEVANT SKILLS

- Trained on self-financed DSLR camera for production of corporate videos.
- Knowledge of Adobe InDesign, Photoshop, Premiere, Illustrator and AfterEffects. Trained on Avid News Cutter, Vuelio PR software, MailChimp, Wordpress, Drupal and social media for local government.
- Full clean driving licence.

#### REFERENCES

References available on request. Testimonials available at [www.anjaswan.com](http://www.anjaswan.com).