

Rebecca Martin  
40 The Street, Boughton-Under-Blean,  
Nr. Faversham, Kent ME13 9AS  
rebeccamartinmedia@gmail.com  
07743 419745



March 2014 – Present

**FREELANCE DIGITAL CONTENT EDITOR,  
COPYWRITER AND CONSULTANT, Various**

Since relocating to Kent, I've been involved in a number of exciting projects. I am an associate and digital consultant for charity consultancy NotDeadFish, which has seen me contribute to a major London schools project funded by the Department For Education and the Mayor of London. I'm also working with a number of small businesses in website redevelopment and social media optimisation and management, and have taken on copyediting and sub-editing shifts, most recently at The Sun's TV supplement.

October 2013 – March 2014

**DIGITAL NEWS EDITOR, Marie Claire, InStyle and LOOK  
IPC Media**

I was asked to head up news on Marieclaire.co.uk, InStyle.co.uk and LOOK.co.uk as Digital News Editor, managing and leading a team of three writers who produced news to thirty-minute deadlines across IPC Media's brand new digital hub.

This hands-on role required me to ensure each news section hit daily, weekly and monthly traffic targets and, alongside my team, produce and edit compelling and engaging news content on celebrity, fashion, women's issues, culture, careers, current affairs, beauty, diets and health. I implemented a strategy to ensure each brand maintained its identity and met its traffic targets, creating brand-specific, reliable and in some cases, exclusive stories.

I used SEO Moz, Search Metrics, SE Scout and Google Trends to identify SEO targets and improve content, and used Omniture and Google Analytics to monitor our progress. All content was promoted across Twitter, Facebook and Google+ and SERP rankings monitored closely - my team's news content across all three sites consistently ranked on Google.

I worked tirelessly to ensure that where content was duplicated, that each story was delivered with its own SEO-driven headline, brand-specific angle and budget-appropriate images (while managing the entire picture budgets across all three sites) - this was achieved by leading daily morning news conferences and with careful planning. I monitored news out of hours to ensure we delivered breaking content where appropriate and worked closely with the magazines' individual print teams to commission content and oversee their input.

I worked closely with the Digital Features Editor and Digital Content Editor and continued to write regular features on fashion, celebrity, health, weddings and culture for Marieclaire.co.uk.

May 2013 – October 2013

**ONLINE NEWS EDITOR, Marie Claire, IPC Media**

In May 2013 I was asked by LOOK.co.uk's former editor to join her at Marieclaire.co.uk, overseeing news as section editor. I implemented a new, traffic-driving strategy for breaking news content which helped us to secure incredible figures for news.

By managing the team of writers and with careful planning, we delivered some outstanding content. I secured a number of interviews which we broke out into several pieces of traffic-driving content.

My role had a heavy social media focus, using Twitter, Facebook and Google+ to drive news traffic, and I also covered the roles of both the Online Features Editor and the Deputy Online Editor in their absence.

August 2012 – May 2013

**ONLINE WRITER, LOOK.co.uk, IPC Media**

While taken on initially as an online writer trusted with the responsibility of introducing news to the website for the first time, this role soon evolved into that of a news editor position due to the sheer success of the content.

January 2013 saw the highest traffic in the site's history. The role involved sourcing and writing traffic-driving news stories, compiling newsletters, using analytics tools to monitor traffic, promoting all content via social media, working on SEO strategies, forward planning and training the magazine team in all things digital. I secured countless exclusives for the site, regularly ranked number one on Google for our biggest traffic drivers, negotiated a weekly style blog and commissioned a series of free videos.

Dec 2010 – August 2012

**JOURNALIST, Sky Living, BSKYB**

A six-week shift as a celebrity journalist at **Sky Showbiz** turned into a long stint across all sections. Following the site's re-branding to **Sky Living**, I was taken on as a rolling freelancer across the Celebrity, Style, and newly-launched Shows section, sourcing news, building galleries and interviewing. I was made a permanent journalist on the Celebrity section in December 2011, securing a number of exclusive celebrity interviews both on and off the red carpet. I was also heavily involved in the site's relaunch in early 2012.

Dec 2010 – Dec 2011

**FREELANCE JOURNALIST, EDITOR AND CONSULTANT**

2011 was a successful year working as a print/digital journalist, editor and consultant. I helped to relaunch IPCMedia.com with the company's digital and corporate communications teams. I was enlisted to join the project to build the company's 90 brand pages and write completely new content for the company's external-facing site.

I assisted with the relaunch of the hair industry's leading trade magazine, Salon Business, online. I ran its website from February to December 2011 and helped to redesign the homepage and news section, consulting on both the creative and editorial aspects of the site and providing the print team with basic web training.

I also produced music content for Popdash.com, sourced news exclusives for NOW magazine, worked shifts on the entertainment desk at Woman magazine, subbed at Red magazine and became a contributor to vintage fashion website Queensofvintage.com. I also freelanced for men's fashion site TheChicGeek.co.uk.

I was asked to work on an IPC Special Project before returning to Sky Living in a full-time, permanent position as Celebrity Journalist.

Sept 2010 – Dec 2010 (FREELANCE)

**WRITER, NOW magazine, IPC Media**

After another successful stint freelancing for LOOK, I was headhunted by the brand's former news editor, who had recently moved to NOW magazine, within the same company. While still editing INSIDER in Corporate Communications at IPC, I freelanced for NOW, securing a number of exclusives for the team to great praise from the editor.

Sept 2009 – Sept 2010 (SECONDMENT)

**WRITER, LOOK magazine, IPC Media**

I spent almost a year on a one-day-a-week secondment at **LOOK** after being asked to return to the brand following my work on the website in 2008. I wrote news stories, features and interviewed celebrities.

March 2009 – July 2009 (SECONDMENT)

**ONLINE WRITER, Housetohome.co.uk, IPC Media**

A weekly freelance position at **Housetohome.co.uk**, where I compiled various galleries, features and introduced the site's first ever celebrity content, which brought a brand new audience to the site.

Feb 2008 – Oct 2008 (SECONDMENT)

**ONLINE WRITER, LOOK.co.uk, IPC Media**

Shortly after its launch in January 2008, I negotiated a one-day-a-week secondment at **LOOK.co.uk**. The role entailed sourcing news stories, uploading content and building galleries.

June 2006 – Dec 2010

**DEPUTY EDITOR, INSIDER magazine, IPC Media**

Editing the quarterly in-house magazine for IPC Media consisted of feature writing, writing profile interviews, attending corporate and consumer events, directing photo shoots, picture research, subbing and getting involved in the production side. I updated the company's intranet on a daily basis and managed internal communications at the company in the Head Of Internal Communications' absence. I created a number of franchises including The INSIDER Guide To The Blue Fin, The INSIDER Green Issue, and twice edited a 60-page commemorative awards issue. The role had a heavy digital focus – I produced video content for online editions, updated the company intranet on a daily basis and helped to relaunch IPC's intranet service, MyIPC.

I also co-edited the quarterly in-house magazine for IPC's distribution arm, Marketforce, liaising with circulation managers and board directors to write features on promotions, publisher deals and international marketing. And I compiled a quarterly HTML newsletter for IPC's marketing departments, liaising with teams on industry promotions and partnerships. I led a redesign of the franchise in 2009. To coincide with IPC's relocation to the Blue Fin Building, I also edited a micro site providing daily news, interviews, blogs and picture galleries for staff.

**QUALIFICATIONS**

2:1 BA (Hons) JOURNALISM at Southampton Solent University (Sept 2003 – June 2006)

**PROFESSIONAL COURSES**

Adobe Bridge, Video & Using iMovie, Media Law, Feature Writing, Subbing, Digital Media, Adobe Photoshop, Adobe InDesign, News Writing, Essential Grammar, Blogging, Essential Interviewing. Various SEO courses and Google Analytics training.