

# CARRINGTON WALKER

HE / HIM

JOURNALIST / COMMUNICATIONS

## CONTACT

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Bristol

## EXPERTISE

- Working and up-to-date knowledge of media law and current affairs.
- Proficient in shorthand with a speed of 100wpm.
- Expert knowledge of SEO and how to utilise it for targeted audiences.
- Editorial experience and knowledge.
- Professional content published in print, broadcast and digital formats
- Video and audio editing to tight deadlines
- Leading projects and campaigns from start to completion
- Experience with Wordpress, CMS, Mailchimp, Hootsuite and all Adobe Suites

## EDUCATION

### NQJ Level 7 Senior Journalism Diploma

#### Press Association

2021 - 2022

### BA (Hons) Sports Journalism, First Class Honours

#### University for the Creative Arts

2016 - 2019

## WORK EXPERIENCE

### SEO Content Writer

Practice Web

January 2024 - Present

- I produce copy for specific accounting clients using short briefs on background and target audience.
- I research and identify keywords, trends and desired information to ensure the best SEO reach to their desired audience for the client.

### Account Executive (Freelance)

We Are Plaster

June 2023 - October 2023

- Writing press releases, media alerts and digital content for events such as Bristol International Balloon Fiesta, Bristol Harbour Festival, Bristol Nights, National Motorhome and Caravan Show and more.
- Conducting interviews and writing articles for titles such as Bristol Life, Somerset Life and Pick Me Up Magazine.
- Managing social media accounts and output for several large clients including festivals, brand and council initiatives.

### Senior Digital Journalist

Bristol World, National World

Sep 2022 - May 2023

- Publishing local news stories for a newly formed title. Specialising in human interest, data, housing and crime coverage.
- Took command of social output focussing on three platforms; Facebook, Twitter and TikTok. Engagement rates, followers and page views from social links increased considerably throughout my time in this role.
- Working with datasets collected through various Freedom of Information requests I filed which would later be used in articles on Bristol's housing crisis, Clean Air Zone disparity and crime statistics.
- Regularly attended both Magistrates and Crown courts covering and breaking major crime stories.

### News Reporter

Weston Mercury / North Somerset Times, Archant

2020 - 2022

- Served as a senior reporter for two publications, covering a wide range of topics in the North Somerset area, with a focus on politics, data and human interest coverage.
- Subbed copy for online and print formats while working to tight deadlines in a depleted newsroom.
- Developed high-level knowledge of SEO, analytics, and audience patterns and used these to frequently achieve high engagement and page views with stories.
- Sourced content from social media, online forums and contacts I had established and maintained during my time in the area.

### Cameraperson / Video Editor

National League Highlight Show, BT Sport

2017 - 2018

- Filmed and edited National League fixtures of Aldershot Town for BT Sport which featured in the weekly National League Highlights Show on BT Sport 1.
- Developed and honed both my filming and editing ability to a professional broadcast level.
- Established a working relationship and contacts with fellow cameramen at National League clubs around the country and programme editors and executives at BT Sport.

REFERENCES AVAILABLE ON REQUEST