

Caroline Beavon

An online professional with 12 years journalism experience and a genuine passion for new technologies. An experienced blogger and social media user, I am keen to find a role that allows me to use both my journalism and my technical skills

carolinebeavon@me.com
<http://carolinebeavon.com>
<http://carolinethedj.tumblr.com>

10'11

Freelance online / data journalist

Researching data, or working with clients datasets to produce charts and infographics for publication or online use.

Clients include local government and B2B publications

Social Media Consultant (various)

Social media / blogging consultancy for not-for-profit and commercial companies (including Wolves Civic, and several Birmingham based music promotion companies)

Developing social media strategies and advising on best practice using Twitter, Facebook and relevance of other social media tools (eg Foursquare, Pinterest) depending on relevance.

Visiting Tutor - Birmingham City University

Invited to teach MA Social Media and Journalism in Practice and Online Journalism at BA level
Lecture / workshop topics included video, blogging, audio, writing for the web and data journalism
Work also involved editing / overseeing development of student project blogs

09'09

MA Online Journalism (Commendation) - Birmingham City University

All areas of online journalism (including writing for the web, SEO, use of video, images, UGC (user generated content), interaction and data journalism / visualization, FOI requests)

01'00

Broadcast Journalist / Presenter - various commercial radio stations

Full time radio broadcast journalist from 2000 - 2009
Covering international, national, regional and local news - also sport, culture and arts
Also developed supporting online content

Planning news story coverage over news bulletin and extended news programmes
Sourcing news stories and interviewees for broadcast
Conducting, editing and packaging interviews
Writing and presenting news bulletins

Researching, writing and presenting hourly music documentaries

09'98

City & Guilds in Media Techniques (Distinction) - CSV Media

Media practice, law, radio editing, news writing, journalism, bulletin writing, television skills

09'96

Researcher - Zenith Television ("On Patrol")

Researching stories, fact checking, overseeing editing, booking crews, arranging shoots

Press / A&R Assistant - Revolver Records

Arranging press interviews, sourcing new bands, overseeing artwork & tracklisting

09'89

BA Philosophy (2:ii) - University of Sussex

A Levels x 4 (BCCD) - English Lit, General Studies, Ancient History, Geography
GCSE x 10 (2 x A, 5 x B, 3 x C) - incl. English Lit, Drama, History, French, Physics)

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technical skills

Social Media

As a consultant on social media management - I advise on best practice, new developments in the field, platform selection and and effective usage. I also help clients intergrate social media management into their daily routine.

I believe conversation and engagement, not broadcast, are the key to fulfilling these criteria and encourage clients to experiment with blogging and specialist content production.

I keep updated with the latest social media trends, including latest additions Google+ and Pinterest.

Blogging

An experienced blogger, I have been using Wordpress for several years, making use of plugins and widgets to improve my sites.

I also have working knowledge of Blogger and keenly use Tumblr for my music blogging

Having taught Writing for the Web, I am aware of the "do's and don't" of SEO, image optimisation and structured writing.

Live Blogging

I am a keen and capable live-blogger, using the CoveritLive platform

Art / design / audio

Adobe Illustrator
Adobe Photoshop
Adobe Flash
Tableau (data manipulation software)
Dalet + Burli (professional radio editing software)
Adobe Audition, Audacity, Audioboo, Youtube, Movie Maker

Data Journalism

I am a very keen data journalist and have focussed my final 2 MA assignments on this subject, Data projects at <http://www.cbviz.co.uk> and datamud.wordpress.com

I can also use Tableau, Google Refine, Outwit Hub, Many Eyes and am learning Yahoo Pipes and ScraperWiki (learning)

interests

I have an active interest in radio - and present/produce/playlist a weekly new music show on Q Radio

I am member of the Hacks and Hackers - a local group encouraging collaboration between journalists and programmers.

I have an interest in graphic design - especially typography and interiors

I regularly DJ in local bars, playing rock and indie music

A keen reader I am a member of a local book club. I am a particular fan of DH Lawrence, as well as the cyberpunk and gothic genre.

I also regularly attend Bikram (hot) yoga sessions

references available on request