





SILVIA MARESCA

MULTIMEDIA JOURNALIST AND PRODUCER

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SOCIAL

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PROFESSIONAL SKILLS

- Multimedia production (Adobe Premiere Pro CC, After Effects, Photoshop & Lightroom, Audition, InDesign, Experience Manager CMS)
- Blogging and Web Design (Wordpress, Adobe Dreamweaver CS6)
- Social Media: Twitter, Facebook, Instagram, Snapchat, Youtube
- Basic coding and data scraping/handling (Excel, Infogram, CartoDB)
- Languages: Italian (native language), English (full professional proficiency), Spanish (intermediate), French (intermediate)

EDUCATION

September 2014 - July 2018

Bachelor of Arts, Journalism, First Class Honours

City, University of London, London, UK

Relevant courses: Advanced Practical Journalism - Print, TV, Radio, Online; Media Law and Ethics; Multimedia Production; Data Journalism; Humanitarian Reporting; Politics and Current Affairs, Fashion & Lifestyle journalism

Awarded **The Edward Mace Award for Highest achieving student in a Dissertation - 1st prize**

September 2016 - April 2017

Exchange Year, Journalism

Ryerson University, Toronto, ON, Canada

Relevant courses: Photojournalism, Reporting for TV workshop, Video Production Techniques, Televisual Texts and Contexts, Magazine Production and Publishing, Macroeconomics, Global Governance

JOURNALISTIC EXPERIENCE

Freelance Video News Producer

The Telegraph

July 2018 - present

London, UK

- Sourcing, scripting and producing short-form video content to be published on the Telegraph's website, using multiple editing tools
- Researching for video story ideas across various channels, including agency feeds and social media
- Working in a fast and efficient manner to distribute video stories through the Telegraph's CMS, including writing copy to accompany the video
- Reacting quickly to breaking news stories, subtitling international news and producing compelling social edits appropriate for Telegraph's different social media platforms
- Occasionally assisting during on-location filming

Freelance Video Producer

MailOnline

July 2018 - present

London, UK

- Responsible for producing video content to go alongside different kinds of articles on the Daily Mail website
- Sourcing and licensing video from third party assets, including news agencies and user generated content via social media
- Working in a fast paced environment, responding in a timely manner to the reporters' requests and delivering content to tight deadlines
- Writing SEO friendly titles and descriptions for the videos, as well as compiling all the relevant metadata on the company's CMS
- Creating GIFs and creative edits for the home page previews

Reporter

St John Street News

May 2015 - May 2018
London, UK

- Participating to the weekly editorial meetings
- Researching and pitching ideas to the editors
- Producing news and features articles, as well as multimedia content (videos, podcast, photo series) publication on <http://stjohnstreet.co.uk>

Journalist (internship)

America 24 - Il Sole 24 Ore

May 2017 - June 2017
New York City, US

- Writing about a variety of topics such as US news, US politics and the Trump administration, culture, lifestyle, economy and finance
- Covering press conferences and cultural events in NYC - such as the Design Festival "Interni: Material Immaterial 2017" and the film festival "Open Roads: New Italian Cinema" - dealing with PRs, writing timely reports and interviewing relevant personalities in the field
- Providing general assistance to the newsroom team with daily news monitoring and research tasks
- Contributing to creative ideas generation for online content
- Collaborating with Italian national news agency, Askanews and Il Sole 24 Ore's own business and financial news agency, Radiocor in finding and reporting breaking news to the Italian media and public
- Transcribing interviews and sourcing material before publication

Fashion Intern

The Sunday Times STYLE

July 2016
London, UK

- Working closely with the fashion team, taking on responsibilities such as contacting PRs, sample call-ins and returns as well as assisting on shoots and overseeing all fashion cupboard activities.

Features Intern

The Evening Standard Magazine

June 2016
London, UK

- Supporting the editorial team at the weekly publication, gaining valuable experience researching and fact checking articles to an efficient, professional standard
- Assisting the picture editor in researching high quality, copyright-free images for publications, contacting PRs and agencies when necessary
- Sitting in on the daily editorial meetings, pitching new feature ideas to the editors and learning how the editorial process happens in their publication
- Helping the editorial assistant with daily administration duties (eg monitoring emails; organising the magazine's archive)

Producer's Assistant (Internship)

Talk Radio

June 2016
London, UK

- Shadowing the set up producers of the Paul Ross's and the Julia Hartley-Brewer's morning shows, assisting in the gallery while on air
- Editing pre-recorded segments
- Background research on topics and stories
- Researching and booking guests for the live shows
- Pitching ideas for stories to the senior producers and editors

Editorial & Production Intern

Stylist Magazine

ShortList Media Ltd
May 2016
London, UK

- Providing general assistance to the busy editorial and production teams
- Attending daily planning meetings and contributing to creative ideas generation for online and print content
- Helping writers find experts and original case studies for features
- Conducting research and pitching content for the 'Elsewhere' (International news) and 'Outgoing' (UK/London news/ events) columns
- Transcribing interviews and sourcing material for the 'Work/Life' and the '5 minute philosopher' pages