

# CARRINGTON WALKER

HE / HIM

JOURNALISM, PR, CONTENT AND COMMUNICATIONS

## CONTACT

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Bristol

## EXPERTISE

- Thorough knowledge of media law and current affairs.
- Proficient in shorthand (100wpm).
- Extensive experience with SEO and audience targeting.
- Editorial leadership and project management skills from idea to completion.
- Professional content published in print, broadcast and digital formats.
- Video and audio editing to tight deadlines.
- Skilled with Canva, WordPress, CMS, Mailchimp, Hootsuite, Adobe Suite and more.
- Expertise in developing and executing content strategies, including editorial calendars, to drive traffic and audience growth.

## 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

### Content and PR Executive

Purplex Marketing

May 2024 - Present

- Developing SEO-optimised copy for B2B and B2C clients within the trade industry, targeting diverse audiences.
- Collaborating with clients to create long-term content and PR strategies, ensuring consistent messaging aligned with brand objectives including email campaigns, web pages and featured articles.
- Managing and executing multi-platform social content plans, resulting in increased client engagement, leads and brand visibility.
- Conducting in-depth industry research and case study analysis to produce high-quality, targeted content.

### Account Executive (Freelance)

We Are Plaster

June 2023 - October 2023

- Crafted press releases, media alerts, and digital content for high-profile events such as the Bristol International Balloon Fiesta and Bristol Harbour Festival.
- Interviewed and published articles for publications such as Bristol Life, Somerset Life, and Pick Me Up Magazine.
- Managed sizeable social media accounts for clients, driving engagement and increasing followers across various platforms.

### Senior Digital Journalist

Bristol World, National World

Sep 2022 - May 2023

- Published local news stories focusing on human interest, data, housing, and crime, leading to reader engagement increasing three-fold.
- Took command of social output focussing on three platforms; Facebook, Twitter and TikTok, significantly boosting follower count and engagement rates.
- Conducted analysis on large data sets using Freedom of Information requests, leading to impactful 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 but specialising in politics, data, and human interest stories across the North Somerset area.
- Sub-edited copy for online and print formats under 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.
- Built and maintained an extensive network of contacts, sourcing content from social media, online forums, and established connections.

### Camera Operator and Video Editor

National League Highlight Show, BT Sport

2017 - 2018

- Filmed and edited National League fixtures for BT Sport, producing content featured in the weekly highlight show.
- Enhanced filming and editing skills to meet professional broadcast standards and collaborated with editors and executives to maintain quality.

REFERENCES AVAILABLE ON REQUEST