

# Paula Ugochukwu

Sheffield, South Yorkshire

## About

As a diligent and enthusiastic individual, I have gained relevant media experience and skills through my degree, internships and freelance digital projects. I like to think creatively and I am determined to build a dynamic career in the digital media industry.

## Contact

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[paulamelissa.com](mailto:paulamelissa.com)

in [Paula Melissa Ugochukwu](#)

## Areas of Expertise

Online Content Creation,  
Digital Media Marketing,  
Social Media, Content  
Management, Portrait  
Photography, Videography,  
PR, Corporate  
Communications, Ethical  
Journalism

## Reference

Rob Barker  
Digital Content Manager  
Corporate Comms - University of  
Sheffield  
[rob.barker@sheffield.ac.uk](mailto:rob.barker@sheffield.ac.uk)  
07885 209527

## Experience

### Digital Marketing Assistant HERRON & CO – Creative agency, Sheffield

Jan 2019 - present

- Ensuring all websites are search engine optimised (SEO) through use of tags and key words for clients
- Management of HERRON & CO social media as well as client company accounts
- Creating content relating to business news for HERRON & CO and collating content and case studies from clients

Jul 2018 - present

### Video Production Co-ordinator Corporate Communications - Digital, The University of Sheffield

- Presenting and producing student recruitment videos for official university YouTube channel and social media
- Co-ordinating digital media research and strategy
- Identifying and managing student vloggers and other stakeholders

Jun 2017 - Jun 2018

### International Digital Recruitment Intern The Body Shop International, Head Office, London *Award-winning top 100 Early Careers employer*

- Responsible for The Body Shop's global digital recruitment strategy and careers content calendar
- Collected and created content for The Body Shop's LinkedIn, Facebook, Twitter and Glassdoor pages
- Grew company LinkedIn page to 100,000 followers and tripled impressions in first 4 months
- Paid social media marketing e.g. Facebook ads and targeted posts e.g. LinkedIn geographical posts
- Implemented video interviewing platform as part of Early Careers recruitment campaign
- Supported international retail markets with digital campaigns
- Worked closely with global colleagues to gather photos, videos and content to share externally
- Worked closely with external digital agency on upkeep of [careers website](#)
- Managed [The Body Shop careers blog](#)

Jul 2012 - present

### Founder and Editor Paula Melissa - Lifestyle Blog and YouTube channel

- [Urban lifestyle blog](#) featuring various topics: faith, education and race
- Readership of over 26,000, main audience: females aged 16-24
- Featured and sponsored content with brands such as [Vapiano](#) and [Jet2Holidays](#).
- [YouTube channel](#) - lifestyle, faith, education, fashion and advice videos
- Over 800 dedicated YouTube subscribers, over 40,000 video views
- Micro-social media influencer ([Twitter](#), [Instagram](#), Snapchat, [Facebook](#), [LinkedIn](#) and Wordpress - 5000 combined followers

# Education

Sep 2015 - May 2019

**The University of Sheffield**

**BA (Hons) Journalism Studies with Employment Experience (Predicted - 2:1)**

- All practical elements of the journalism and media industry - print, online and broadcast
- All academic elements - media law, politics, ethics and public administration
- National Council for the Training of Journalists (NCTJ) accreditations in Shorthand, Essential Public Affairs and Media Law
- Broadcast Journalism module: Newsroom trained during NewsDays, using specialist software: REAPER and Burli, TV news packages on TV cameras and edited using Adobe Premiere Pro
- Live News Production: working in an active newsroom, gathering different stories simultaneously and sharing them online in real-time - TweetDeck, Twitter, Facebook, Wordpress
- Magazine Journalism and Feature Writing module: interviewing different people for feature on Dyslexia
- Mobile Journalism (MoJo) module: learnt how to film, edit and post news from a smartphone
- Ethical Journalism - learning how to balance morals and objective reporting

Sep 2009 - Jun 2015

**Whitmore High School and Sixth Form College**

**A Levels (AAB)**

English Language and Literature, Geography and Sociology

**AS Level (BB)**

Business Studies and Extended Project Qualification (EPQ) on the topic of Teenage Culture

**GCSEs (10 A\*-B)**

Including Maths and English

## Skills [Technical and Personal]

Microsoft Office incl. Outlook and Excel



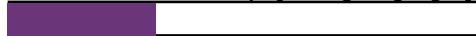
Social Media Management incl. LinkedIn and G-Suite



Adobe CC incl. Premiere Pro, Photoshop and Lightroom



HTML, CSS and JavaScript [Coding languages]



Written and Oral Communication



Teamwork, Leadership and Mentoring



Organisation and Time Management



Problem Solving and Resourcefulness



## Interests and Hobbies

I have an active social media following on Twitter, Instagram, Facebook, Wordpress and YouTube and enjoy networking online. I am a Royal Television Society (RTS) Student and often go to exclusive events with them. I love photography and started my freelance portrait and events photography business [Paula Melissa \(PM\) Photography](#) a couple of years ago. Urban youth culture interests me as I enjoy learning about different lifestyles, upbringings and schools of thought. My hobbies include singing, reading, writing, going to the gym, watching videos on YouTube and Netflix.