



Rachel Graham

Digital native and multimedia editor, always curious to take stories the extra mile.

CAREER HISTORY

April 2022 – present Freelance video, Reuters

- Produced packaged video content to tight deadlines for a range of platforms including broadcast, online and social media for a global audience.
- Focused on breaking [news](#) and [features](#) in the EMEA region.
- Scripted, voiced and edited punchy, accessible and engaging videos.
- Collaborated with colleagues globally to navigate complex and legally risky stories.

Sept 2021 – present Freelance video correspondent, PA Media

- Filmed and edited video breaking news rough cuts, across topics from crime and politics, including self-shot interviews with politicians, to general news and [showbiz](#).
- Produced and edited end product packaged video content for a range of clients.

April 2021 – present Freelance video producer, AFP

- Edited breaking news videos from UGC and videographers across Europe and Africa.
- Managed livestreams and cut packages from livestreamed content to tight deadlines.
- Quality checked footage, dope sheets, translations and subtitles as the final pair of eyes before sending to clients.
- Produced and edited feature video content, working with reporters on the ground.

June 2021 – present Digital & social editor, The Grocer

- Planned web-specific content and analytics-informed strategy to expand our audience.
- Spearheaded the introduction of new newsletter formats to drive registrations, during a period of 50% uplift in subscriptions.
- Took charge of driving the website's editorial and commercial video offer forward.
- Spoke publicly and led conference panels on the role of social and digital media.
- Informed by analytics to optimise the team's articles to ensure they were discoverable and clickable from search engines as well as newsletters.
- Collaborated in strategy to update the website's taxonomy.
- Built landing pages for trending topics to create a destination for interested readers.
- Ran the website in the absence of an editor of [thegrocer.co.uk](#)
- Curated daily and weekly newsletters to drive traffic to the website.
- Coordinated, recorded and edited audio for the brand's podcasts.
- Managed an online content producer to push forward digital offer.

March 2020 – May 2021 Multimedia producer, The National News

- Produced viral video content from my own shooting and wire footage, accompanied by motion graphics and articles.
- On-screen and voiceover reporting to comprehensively analyse the day's news.
- Highlights include: extensive US [election coverage](#), explainers on the [response to Covid-19](#) and explainer on the response of the Arab world to [Emmanuel Macron's](#) proposed policies, which garnered more than 2.5 million views.

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May 2019 – March 2020

Video producer and content editor, Euronews

- Produced, scripted, filmed and edited original video for the relaunch of Euronews's sustainability vertical, Euronews Green.
- Feature and news writing, editing and subbing colleagues' copy in addition to growing the vertical's social media audiences.
- Took on broken news with new views and infographics to ensure original an angle.
- Cut and edited agency film for social media channels, writing accompanying stories.

Oct 2017 – May 2019 Reporter, [The Grocer](#)

- Broke regular exclusives and met deadlines for daily newsletters and a print edition.
- Pitched and investigated features, from data-led reports to profiles and analyses.
- Generated news, secured interviews, and produced high quality copy under pressure.
- Produced a range of comment and opinion pieces on topics from sourcing to politics.
- Appeared on local and national radio to discuss stories of the day and comment on developments within the industry.
- Filmed, edited and produced mini documentaries.
- Responded to emerging areas, such as the boom in plant-based eating, by building specialist contacts and cultivating off-diary content.

QUALIFICATIONS

2020

The Centre for Investigative Journalism

Completed a course on story-based enquiry methods, and investigative journalistic storytelling.

2017 PMA at the Press Association: Postgraduate Diploma in Multimedia Journalism

Covered news sourcing and writing, interviewing, feature writing and subbing for print, web and digital titles. Also, social media, SEO, web analytics, video/podcast/tablet/ Photoshop and Adobe DPS plus, media law and Teeline shorthand.

2014 - 2017 Coventry University, English and Linguistics BA, 2:1

Notable modules: Dissertation (75%), Intermediate French (75%), International Project Management (62%), Journalism, Ethics and Society (68%)

2017

Chartered Management Institute

Level 5 Award in Management and Leadership

ABOUT ME

Seeker of innovative ways to reach upper shelves in kitchens and supermarkets. Avid reader, almost always in the market for a bigger bookshelf.

REFERENCES AVAILABLE ON REQUEST

Key skills:

:: Interpreting analytics

:: Audience building

:: Copy editing

:: Management

:: Video production

:: SEO optimisation

:: Sourcing and verification

:: Content planning

:: Media law

:: Multimedia reporting

Full UK Driving Licence since 2012

Technology:

:: Various CMS

:: Adobe Creative Suite

:: Sony A7 and Canon EOS cameras