



ABOUT ME

I'm a freelance journalist and editorial manager with a passion for storytelling and data visualisation.

EDUCATION

Griffith University, Australia

Bachelor of Journalism ('14)

Major: International relations and economics

Bachelor of Film + Screen Media ('07)

Major: Cinematography

PROFESSIONAL SKILLS

- Native English speaker
- German A1.2
- Homepage editing
- sub-editing
- Research and fact-checking
- News and feature writing
- Creative writing (newsletters, campaigns, native advertising)
- Social media content (Instagram, Twitter, Facebook, LinkedIn)
- Video production (logistics, scripting, filming, editing)
- Excel + Google Sheets
- WordPress
- Canva
- Google Analytics
- SEO
- Google Adwords (beginner)
- R + RStudio(beginner)

CONTACT

amy.mitchell.whittington@gmail.com



Amy Mitchell-Whittington

JOURNALIST

PROFESSIONAL EXPERIENCE

Editorial manager - Blacklane GmbH

Berlin, Germany (Dec '18 - Present)

Blacklane is a global chauffeur company based in Berlin.

- Curate, schedule, manage, sub-edit, and write content for Blacklane's travel and lifestyle site.
- Write engaging and creative social headlines and sells with a strong SEO focus.
- Perform keyword research and analysis to drive content engagement and retention.
- Perform regular analysis of site performance across social, CRM, and direct-access platforms.
- Develop and test strategies to retain existing readers and reach new audiences.
- Manage a small team of remote freelance writers.
- Drive the strategy and direction of the travel site based on performance data and company goals.

Journalist - Fairfax Media

Brisbane, Australia (May '15 - July '18)

Fairfax Media merged with Nine Entertainment Co. in 2018.

- Turned complex concepts and ideas into engaging, easy-to-digest copy.
- Provided accompanying media with each story.
- Helped manage and curate the online homepage.
- Produced, subbed, and published copy from my colleagues.
- Covered a range of areas including court, business, breaking news, education, science, and health.
- Developed social media strategy for metro digital news outlet Brisbane Times.
- Worked on outreach strategies to build and retain new audiences.

Freelance journalist - Blank Magazine

Gold Coast, Australia (Jan 14, '08 - May '15)

- Pitched, researched, and wrote articles for the magazine's environmental section.

Videographer - PlatinumHD

Gold Coast, Australia

2008 - 2009

- Produced, filmed, and edited video content for real estate agencies.

AWARDS

Queensland New Journalist of the Year ('18)

Queensland Clarion Awards