

Vicki Evans

Interiors and KBB journalist and content creator

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Certifications

Google Digital Garage Fundamentals of Digital Marketing

Issued December 2022

The course goes through the basics of digital marketing from building an online presence to business strategy to advertising.

Google Analytics for Beginners Certification

Issued December 2022

Hootsuite Social Marketing Certification

Issued October 2022

A course designed to show proficiency in all type of social marketing, including strategy, community building, content marketing and advertising.

Hootsuite Platform Certification

Issued November 2020

Accreditation to show proficiency in the features of Hootsuite.

Skills

- Different writing styles like news, blogs, storytelling and features.
- Writing for the web including SEO optimisation
- Social media engagement and management
- Creating social videos for Instagram and TikTok
- Scheduling platforms like Hootsuite or Buffer
- Email managers like Mailchimp
- Graphic design using Photoshop and Canva
- Magazine layout creation using InDesign
- Basic understanding of HTML
- Audio editing using Adobe Audition for podcasts

Experience

Kitchens, Bedroom & Bathrooms - Taylist Media - Content creator March 2023 - Present

- Write features for the monthly consumer magazine that focus on the technical parts of renovating and interior design
- Create weekly content for the website These Three Rooms that is SEO friendly
- Help manage social media platforms - mainly Facebook and LinkedIn
- Contribute to the overall planning of each issue

kbbreview - Taylist Media - Deputy Editor April 2018 - March 2023

- Write a variety of content for both print and digital including, analysis of the industry, company profiles, trends and news
- Working closely with the editor and the team to develop continuing success of the brand
- Orchestrate the digital growth of the brand on social media platforms like LinkedIn and Instagram and analyse the statistics
- Develop the digital strategy of the kbbreview Retail & Design Awards
- Produce the bi-weekly newsletter, from generating the content to working with the sales for ads to building the final newsletter
- Manage the daily running of the kbbreview.com website and discover what is working with Google Analytics reports
- Interview the global and UK leaders of the kitchen and bathroom industry
- Be an ambassador for the brand at events and trades shows
- Interviewing industry experts for The kbbreview Podcast

Heating Ventilation and Plumbing and Builders' Merchants News - Hemming Group - Reporter June 2017- April 2018

- Reporting and writing for both online and print, including research and interviewing key industry figures
- Organising magazine supplements and working with organisations to create content for them
- Commissioning content with people in the industry or marketing agencies to provide articles
- Producing the weekly newsletter and using HTML coding
- Sub-editing and proofreading
- Creating pages using InDesign and Photoshop
- Managing all four social media accounts and online marketing for the BMN Awards

Education

MA Magazine Journalism (Grade: Merit) University of Central Lancashire 2015-2016

NCTJ and PPA accredited course that focuses mainly on magazine production.

Key modules included: Teeline shorthand (80 words a minute), creating content, digital journalism, specialist writing, newsroom practice, law for journalists and public affairs.

Awards during MA

Highly Commended Magazine Academy Awards Best Original Concept 2016 - For the concept of "Teal". It is a Food, travel and lifestyle magazine; I designed for my final MA project.

UCLan Forte Fund Prize for Journalism - For achieving the overall highest marks in both the MA Journalism and Magazine Journalism courses for the 2015-16 academic year.

BA (Hons) Journalism with Creative Writing (Grade 2:1) University of Chester 2012-2015

During this three-year course, I learnt the foundations of journalism.

Key modules include: writing and presenting the news both online and print, law and ethics, feature writing and magazine journalism.