

# UMAR HASSAN

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## PERSONAL STATEMENT

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Digital Journalist with more than six years' experience reporting across local news and technology for digital and traditional media companies. Successfully written Birmingham-based lifestyle content on record shops and pizzerias as a Content Writer for Updates Media while securing exclusive stories such as the £500 million Brexit data centre contract tender as a Reporter for Computer Business Review.

## SKILLS

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- Up to 60 words per minute shorthand.
- Fluent in the WordPress Content Management System.
- Social Media (Facebook, Twitter, Instagram, Snapchat, LinkedIn).
- Proficient in social media scheduling tools such as TweetDeck.
- Working knowledge of media law.
- Self-shoot, edit and turnaround multimedia content quickly.
- Data analytics literate in Excel, Datawrapper, Tableau and Infogram.
- Search Engine Optimisation (Yoast SEO, Google Ads, Google Trends)
- Adobe Creative Suite (Photoshop, InDesign, Premiere Pro, Illustrator).

## EXPERIENCE

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**Updates Media**                      **Content Writer**                      **Mar 2019 - present**

- Specialised in writing social-first lifestyle content for Birmingham Updates, covering new events and things to do from food, culture and entertainment.
- Generated multimedia assets by taking photographs of relevant landmarks within the city to be used on both their social media channels and website.
- Promoted lesser-known places within Birmingham through articles that focused on hidden places such as record shops to retro gaming stores.

**Computer Business Review**                      **Reporter**                      **May 2018 - Aug 2018**

- Written news and feature stories within the B2B IT sector, including an exclusive story on the £500 million Brexit data centre contract tender.
- Edited their sister publication CBR Government, turning around the website's SEO score by publishing regular public sector government news content.
- Attended conferences such as the 2018 Hewlett Packard Enterprise Discover event in Las Vegas, reporting on the latest new product updates from HPE.

**DES|blitz.com**

**Junior Writer**

**Jan 2018 - Apr 2018**

- Pitched and identified story ideas within the sports, data and technology patches that fitted in with the publication's South Asian readership.
- Created original data visualisations using Tableau and Datawrapper, which were used in the 2018 WWE Royal Rumble: By the Numbers story.
- Delivered trending news and feature articles such as the Huawei P20 and Samsung Galaxy S9 in consecutive days of each other on the website.

**Birmingham Eastside**

**Reporter**

**Feb 2015 - Dec 2016**

- Pursued news stories across politics and sports, which included a report on an Insane Championship Wrestling event being held at the O2 Academy.
- Liveblogged major events that sparked interest in the city, which included the 2016 European Union Referendum debate at Birmingham City University.
- Generated media interest with my stories such 2015 Rugby World Cup data story on the number of England players based in the West Midlands.

**The Scratch**

**Sports Sub Editor/Reporter**

**Sep 2014 - Aug 2016**

- Launched the university's sports coverage for the magazine, as well as attending regular matches and training sessions for netball and hockey.
- Managed the reporting team expansion from one to under ten reporters within three months of being promoted as a Reporter to Sub Editor.
- Grown the magazine's social media platform reach in five months through daily posts on those platforms that focused on current events such as Varsity.

## **EDUCATION**

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**Birmingham City University**

**2014 - 2017**

Media & Communication (Journalism) – **BA (Hons)**

**2:1**

**South & City College Birmingham**

**2012 - 2014**

BTEC Level 3 Extended Diploma in Creative Media Production: **D\*D\*D\***

## **ADDITIONAL INTERESTS**

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- Enjoy creating my own multimedia content for YouTube and WordPress.
- Keen long-distance runner who regularly runs 10k and 10 mile distances.
- Actively attend media and journalism events around the country.