

# SHERMAN RABBIT

## PROFESSIONAL SUMMARY

Creative professional with experience in digital content presenting, website design and a wide range of writing styles. Skilled in script writing, researching and content creation with multimedia elements. Works effectively and accurately in high stress and fast paced environments. Interested in fashion, culture and history. Currently looking for creative roles across the UK and willing to relocate.

## WORK HISTORY

### Marketing Assistant, 04/2024 to 01/2026 Bradford 2025 UK City of Culture

- Worked in a busy Audiences team delivering a UK City of Culture year activities
- Presented and produced a successful social media series called Fun Facts about Bradford to engage key audiences online. This included researching, scripting and planning video content.
- Writing articles for the website, from news and artist interviews.
- Utilising wordpress to build pages for our events, programmes and stories that are clear, accessible and easy to navigate.
- Using DotDigital to create preshow emails and newsletters targeted at specific audiences.

### Digital Content Assistant, 06/2023 to 08/2023 Stallions Direct

- Planning, creating and producing social media content (editing original photography and videography into relevant posts).
- Copywriting across the website alongside the maintenance of the company's site (updating prices and creating new pages)
- Creative design for cards and newsletters to be sent out to consumers.

### Freelance Writer, 04/2023 to 07/2023

#### ASBO Magazine

- Commissioned to create profile articles about selected artists to boost their media presence, planning and conducting interviews.
- Worked to tight deadlines in high pressure situations.

### Marketing and Communications Assistant, 04/2023 to 06/2023 Leeds 2023 Year of Culture

- Customised brand messaging to reach and capture target audiences across social media channels.
- Communicated concepts in clear, concise language to maximise readability and understanding.
- Pitched original ideas and researched for website copywriting.

## EDUCATION

### Bachelor of Arts, Journalism - Upper Second Class with Honours, 09/2020 to 07/2023

#### Leeds Beckett University - Leeds, LDS

- Created a magazine named BOUND for a final third year project, developing my written, photography and design skills to a high degree.
- Created a 15 minute documentary named 'Where Are All The Drag Kings' for my dissertation project and used investigative journalism skills to research the subject extensively.

### A-Levels, Media, Politics and Religious Studies, 09/2018 to 08/2020

#### John Leggott Sixth Form College - Scunthorpe, NLN

### GCSEs, English, Maths, Science, History, Religious Studies, It - Achieved grade 5 or higher, 09/2013 to 06/2018

#### Lord Grey Academy - Milton Keynes, MIK

## CONTACT

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## SKILLS

- Digital content presenting
- Researching
- Script writing
- WordPress
- Copywriting
- Producing cross platform social media series
- Photography
- Website accessibility
- Writing
- Content creation
- Microsoft Office
- DotDigital
- Photo and video editing
- Spektrix
- Artist Liaison
- Videography
- SEO optimisation
- Journalism

## REFERENCE

### Christopher Pomery

Journalist and Lecturer

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### Chris Marr

Digital Content Manager at

Bradford 2025

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