

Pete Barden: Journalist & digital production

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PROFILE: Writer and digital production editor with extensive experience creating digital content for editorial, social media and commercial channels.

Wide-ranging experience writing news and feature content combined with digital production skills, I can produce all types of digital content from concept to delivery.

Social media skills include the production of short video packages, 360-degree visuals and live streaming content. Content covering editorial, promotional (competitions etc.) and commercial requirements.

EMPLOYMENT HISTORY

November 2013 - present: The Sun online deputy night editor, sub-editor, journalist and digital production editor.

Role includes: Along with writing news stories for publication, I cover digital production ensuring content is created and published on the Sun's website in a timely, on-style and legally compliant manner.

I also source images, video and social medial content to extend articles and features, while also writing headlines and teasers to produce optimum visibility for SEO purposes.

March 2014 - present: Senior content editor and copywriter for Airport Parking & Hotels.

Role includes: Creating news, features and social media strategy for optimum SEO value. Increasing monthly unique users from 8,209 in Sept 2014, to 173,983 in Sept 2017 (source Google Analytics).

October 2008-November 2013: Whatcar.com digital producer and online journalist covering news and features.

Role included: Sourcing and writing news and features for online and print delivery. Sub-editing and optimising content for digital platforms (website and tablet). Live production from events, such as international motor shows.

July 2006- October 2008: GCAP Radio Southern regional digital producer.

Role included: Working with programming and commercial teams to create online content to extend and compliment broadcast output for radio stations in Dorset, Essex, Hampshire, Sussex and Surrey (GCAP now Global Radio).

2000 – 2006: Group Digital editor Highbury-Leisure Publishing.

Role included: Overseeing Highbury Leisure Publishing's digital content with overall responsibility for editorial development and commercial strategy.

2000-2001: Deputy Editor, Fastcar Magazine, Highbury-SPL Publishing.

Role included: Managing editorial team of 12 and overseeing all aspects of the production process for this monthly print magazine.

1999-2000: Freelance writer, Bizarre Magazine, John Brown Publishing.

Role included: Pitching feature ideas and completing to brief and deadline.

1999-2000: Sub editor, Fastcar Magazine, Highbury-SPL Publishing.

Role included: Sub-editing on-page designs using Quark and Indesign.

1999-2000: Feature writer, Fastcar Magazine, Highbury-SPL Publishing.

1997-1999: Features Editor Fastcar Magazine, Highbury-SPL Publishing.

1997: Freelance contributor, Maxim Magazine, Dennis Publishing

PROFESSIONAL SKILLS

CMS systems: Wordpress, Methode, Escenic, Mediaspan
Adobe Photoshop and Premiere Pro video production
QuarkXPress and Adobe Indesign
Coding: HTML and CSS capabilities

PROFESSIONAL QUALIFICATIONS

PPA Diploma Publishing Law – Highbury College, Portsmouth
PPA Diploma National & Local Government Affairs
PPA Diploma in Journalism / Shorthand 80wpm

