

# 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

