

Professional Profile

Ryan Leston is an ambitious Entertainment Journalist with 7 years of experience as a reporter for major UK publications. These include The Guardian, The Metro, Yahoo! UK, Digital Spy and Total Film amongst others. He graduated with a 1st Class Honours Degree and has since built a portfolio of work spanning Movies, TV and Video Games. He regularly creates News, Reviews, Features, Interviews and Red Carpet / Junket / Events Coverage for major UK publications.

A dedicated professional, Ryan has developed a range of multimedia publishing skills. He has impeccable editorial judgement along with a good eye for a story. He also demonstrates a strong writing skill with the ability to adapt style and tone of voice as needed. He has a lot of experience working as part of a digital newsroom and has both editing and sub-editing experience. Ryan also maintains a wealth of multimedia experience including Photo and Video Editing as well as managing high-profile social media accounts for major national and international publications. He has used a variety of CMS platforms extensively and has experience using Google Analytics and AHREFS tools - using SEO to inform content decisions. He has also used tools such as Newswhip Spike, Tweetdeck and SocialFlow to inform and manage editorial workflow.

A working journalist, Ryan is looking to expand his portfolio. He is seeking employment with dynamic, top-tier Entertainment publications and has all the skills and experience to hit the ground running.

Editorial Skills

News Reporting
Article Writing
Interviews
Event Coverage
Online Research
Editing & Sub-Editing

Online Skills

Newswhip Spike
SocialFlow
Various CMS
WordPress
Social Media
HTML/CSS
Google Analytics
On-Page SEO

Image Skills

Adobe Photoshop
Adobe Illustrator
DSLR Photography

Video Skills

Adobe After Effects
Adobe Premiere Pro
DSLR Video Capture

Other

Full Clean Driving License

Relevant Experience

Freelance Journalist: July 2016 - Present

- Creating News, Reviews, Features, Interviews and Events Coverage.
- Working with major UK publications such as The Guardian, Metro UK, Digital Spy, Total Film and gamesradar+ to provide editorial content as needed.

Compare My Move www.comparemymove.com

PR & Content Executive: May 2019 - Present

- Developing Digital PR Strategy for an online comparison website.
- Creating and Managing Digital PR Campaigns for SEO purposes.

GoCompare www.gocompare.com

Content Editor: March 2018 - September 2018

- Creating a new Content Team to revamp website content.
- Developing a Content Strategy to improve SEO and editorial standards.
- Managing team of Copywriters to deliver an extensive website rewrite.
- Strategy and delivery of editorial content for a UK publishing partner.

Yahoo! Movies UK uk.movies.yahoo.com

Movie Journalist: July 2012 - November 2017

- News, Reviews, Features and Interviews as part of a digital newsroom.
- Attending industry events such as Red Carpets, Junkets and Awards.
- Creating Photo and Video Content for on-page and social media use.
- Managing Yahoo! Movies UK and Yahoo! UK social media accounts.
- Co-ordinating a team of writers and reporters from across the UK.

Education

University of Glamorgan 2008 - 2011

BA (Hons) Creative and Professional Writing: 1st Class