

# Samantha Lock



“Graduate journalist optimistic about utilising the online space as a vehicle for social change. Interested in visual story telling, digital technologies and creating meaningful news content in more interactive, experimental and innovative ways. Eager to learn creative, unconventional ways to reach audiences in a new media landscape. Personal interest in media representation of women, violence against women and mental health.”


## Contact

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## Education

Master of Journalism,  
University of Melbourne  
Bachelor of Arts,  
University of Sydney

## Skills

 - Office -

- Word - Powerpoint - Excel -  
- Outlook - KeyNote - Prezi -  
- Pages - Google Drive -

 - Social Media - 

- Facebook - Twitter -  
- Instagram - LinkedIn - YouTube -  
- Pinterest - Vimeo - SnapChat -

 - Design -

- Adobe InDesign - PhotoShop -  
- SketchBook Pro - Canva -  
- InfoGram - Easel.ly -

- Analytics - 

- GoogleAnalytics -

- WebTrends - SocialBakers - Mention -  
- MeltWater - Sprinklr - KissMetrics -

 - Video & Audio - 

- Audition - PremierPro - Final Cut Pro -  
Velocity - iMovie - Vimeo -

 Content Management

- WordPress - Buffer -  
- HootSuite - SproutSocial -

## References

Jennifer Martin, Editor 'The Citizen'  
martinj@unimelb.edu.au  
0411 872 871

Matt Keighery, Comms Manager  
matthew.keighery@wayahead.org.au  
(02) 9339 6006

## Newsroom Journalist (Work Experience): 'GTV9 Nine News Melbourne'

March - April 2017

- Worked alongside the Melbourne News team and contributed to pitching story ideas, researching and fact checking, collaborating with sources, conducting interviews, obtaining on-the-scene information such as CCTV, police and witness statements, and accurately recording statements such as court transcripts.
- Opportunity to script a complete news package, complete a piece-to-camera and edit together with overlay footage and voiceover narration to produce a coherent news package.
- Developed a gauge for stories that were newsworthy, routine elements to a bulletin or likely to garner the most attention. Understanding of the news production process: how news stories are sought, delegated, selected to fit into daily bulletins, and presented in the most effective, coherent and digestible way
- Understanding the fundamental elements that go into news writing: key information and the prioritisation, structure and flow of this information, style of writing, angle of story, balance of sources and viewpoints, brevity and clarity of message.
- Nuanced eye for sourcing footage that tells the story in the most effective structure and the most visually interesting way where visual, text and audio elements are synthesised most seamlessly and meaningfully.

## Journalist:

'The Citizen'

March 2015 - Present

- Contributing journalist for news publication 'The Citizen', 2015 winner of best local/community journalism in 'Our Watch Awards' and 2016 best student journalism publication in 'Ossie Awards'.
- Collaborative working relationship with editor Simon Mann, long-standing editor of 'The Age'.
- Published articles: [www.thecitizen.org.au/voices/samantha-lock](http://www.thecitizen.org.au/voices/samantha-lock)

## Online Content Writer:

'Way Ahead' - Mental Health Association of NSW

Dec 2016 - Present

- Produced, researched and interviewed sources for articles published in 'Mental Health Matters' magazine.
- Collaborated with Editor to pitch article ideas that added value or new knowledge to the current conversation surrounding mental health in NSW.
- Profiled staff members to be featured in Annual Report.
- Streamlined social media channels into centralised content management system.

## Front of House / Digital Communications:

'General Assembly'

Dec 2014 - July 2015

- Management of busy reception area in dynamic start-up co-working space.
- First point of contact for clients.
- Regular website maintenance: updating, creating and scheduling content through CMS.
- Coordination of GA Melbourne's social media platforms: scheduling posts, planning content calendars and creating engaging and relevant content for GA audience.
- Promotion of company services and events online via third party sites (e.g. EventBrite) and engaging with industry influencers. [www.generalassemb.ly](http://www.generalassemb.ly)
- Facilitation and set-up of on-site professional networking and social events.

## Creative Content Writer:

'BMF' Advertising

March - June 2014

- Three month contract role to develop creative online content as the 'voice' of 'The Beef Oracle', a fictitious figure created to represent the Australian Beef Industry. Part of promotional 'Australian Beef and Livestock' campaign.
- Content developed in-line with client objectives with the ultimate aim of informing and directing consumers towards [www.mla.com.au](http://www.mla.com.au) and [www.beefandlamb.com.au](http://www.beefandlamb.com.au)
- Content created for 'live chat' website and social media.
- Engaged directly with consumers by delivering quick, educational and entertaining knowledge about beef creating a constant stream of traffic towards main sites.
- Resulted in reaching 80.2% of target audience, 92,011 visits to [askthebeeforacle.com](http://askthebeeforacle.com) over a three week period. Over 10,000 live-chat questions answered [www.bmf.com.au/our-work/the-beef-oracle/](http://www.bmf.com.au/our-work/the-beef-oracle/)