







SARAH O'REILLY

Writer & Journalist

 [View My Portfolio](#) 

CONTACT

-  +447749494093
-  sarahxx.oreilly@gmail.com
-  Leicester/London, UK
-  Full Driving Licence

ABOUT ME

A dynamic and self-driven candidate with a colourful tapestry of skills spanning journalism, marketing and business development. My background enables me to blend creativity with strategic thinking, ensuring impactful communication across diverse platforms. I thrive in both collaborative team settings and independent projects. I'm calm and clear-headed in busy or challenging situations.

EDUCATION

2017 - 2020

NORTHUMBRIA UNIVERSITY

- Bachelor of Arts BA
- First Class Honours
- Media & Journalism

2010 - 2017

ASSUMPTION GRAMMAR

- History, Drama, Politics & Journalism
- A-Level

SKILLS

- Project Management
- Copywriting
- Team Collaboration
- Research
- Client Onboarding
- Task Leadership
- Writing for Print
- Reporting
- Localisation
- Brand Development
- SEO
- Time Management
- Interviewing
- Digital Content Creation
- Canva Design
- Scripting
- Research
- PR
- Social Media
- MS Word, Excel, PPT
- Problem Solving

WORK EXPERIENCE

Team Leader

National Trust

Jul 2024 - Nov 2024

National Trust is the largest conservation charity in Europe - with 5.73 million members and over 500 historical properties, gardens and nature reserves.

- Guide and supervise the food and beverage team
- Provide outstanding customer service
- Oversee inventory management to maintain optimal stock levels
- Handle daily financial operations, including cash management and banking
- Conduct barista training
- Ensure compliance with food and beverage health and safety standards
- Organize special events and promotional activities

Marketing & Sales Executive

Sinowei Ltd

Sep 2020 - Mar 2024

[Read More](#)

Sinowei is a China-centric trading company, working with esteemed FMCG brands across UK and Europe to export, market and sell their goods into the Chinese market.

- Private Label Brand Development (Confectionery; Alcohol, Health Supplements)
- Managing client companies from across UK, Europe and China
- Getting clients "China Ready and China Compliant"
- Localising Western client marketing content for Chinese audiences
- Writing for print and digital content
- Presenting at tradeshow and online
- Designing trade show stands and brochures
- Collaborating with PR teams to develop articles for press
- Scripting, presenting and post-editing product reviews
- Researching trends, history and culture of global markets

Production Runner

DSP TV

Jan 2019 - Feb 2019

[Read More](#)

DSP is a world-leading production studio. Widely recognised for their high-quality TV programmes featured on National Geographic, RTÉ, Netflix, BBC, ITV and Channel 5.

- Building experience in media production and communications.
- Keeping calm and maintaining a positive attitude during the filming long hours.
- Runner responsibilities ranged from distributing documents, costumes, headsets, bringing refreshments to the crew; welcoming and hosting talent/guest contributors.

Media Work Experience

British Vogue | The Standard | Portas

Jan 2016 - Mar 2016

[Read More](#)

Top publications and creative agencies based throughout London

- Spent time with some of the top publications and media companies in London, learning from editorial teams, stylists and marketing teams.