





SARAH O'REILLY

Writer & Journalist

CONTACT

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-  Leicester, England, UK
-  Full Driving Licence

ABOUT ME

Dynamic and self-driven writer with a wealth of experience in international business, brand development, marketing, journalism, and scriptwriting. I enjoy the task of crafting unique and compelling narratives to engage diverse audiences. My background enables me to blend creativity with strategic thinking, ensuring impactful communication across various platforms. I thrive in both collaborative team settings and independent projects. I'm calm and clear-headed in busy or challenging situations. In my spare time, I love playing musical instruments, creating art and reading.

EDUCATION

2017 - 2020

NORTHUMBRIA UNIVERSITY

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

2010 - 2017

ASSUMPTION GRAMMAR

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

WORK EXPERIENCE

Team Leader

JULY 2024 - NOV 2024

National Trust

- Guide and supervise cafe 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 and Sales Executive

SEP 2020 - MARCH 2024

Sinowei Ltd

- Private Label Brand Development
- Managing client companies from across UK, Europe, Canada 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

Runner & Extra

JAN 2019 - FEB 2019

DSP TV

- My experience on a film set enhanced my understanding of media production and communication.
- As a runner, I learned to thrive under pressure while maintaining a positive attitude during the long hours. My responsibilities included distributing documents, costumes, headsets, and refreshments to the crew.
- A key aspect of my role involved welcoming and interacting with talent and guest contributors. Juggling multiple tasks throughout the day significantly improved my time management skills.
- Additionally, participating as an extra in various scenes helped me develop my creativity and improvisation abilities.

Media Work Experience

JAN 2016 - MARCH 2016

British Vogue | Evening Standard | Portas Agency

- I spent time with some of the top publications and media companies in London, learning from editorial teams, stylists and marketing teams.
- Working behind-the-scenes on a photoshoot for British Vogue's 100th birthday issue.

SKILLS

- Copywriting
- Team Collaboration
- Research
- Client Management
- Leadership
- Presenting & Pitching
- Sales
- Brand Development

HOBBIES

- Reading
- Boxing
- Gardening
- Arts and Craft
- Music
- Yoga
- Dancing
- Wild Swimming
- Cooking
- Blogging

[View My Portfolio](#)

