

MADELINE REID

FASHION JOURNALIST

PERSONAL PROFILE

I am a dedicated fashion enthusiast with an interest in the intersection of fashion, digital culture, politics and sustainability. I graduated from London College of Fashion in 2019 with a First Class Honours degree in Fashion Journalism. Throughout my career, I have always ensured sustainability remains a focus within my work, from interning at indie magazines as a teen to presenting BRICKS at London Fashion Week as part of the British Fashion Council's 'Positive Fashion' exhibition. I am endlessly inspired by emerging designers, digital innovators and sustainability activists pioneering a new future for the fashion industry in the face of a climate crisis and current global pandemic.

SKILLS

- Confident interviewer and transcriber.
- Skilled news reporter and features writer.
- Experienced social media content producer, including scheduling and management across multiple platforms.
- Excellent organisation and time management skills.
- Experience in office administration roles.
- Proficient using Adobe Photoshop, InDesign and Premiere Pro.

CONTACT DETAILS

16 Clinton Road
London
N15 5BH
07986516699

EMAIL

maddy.reid133@gmail.com

WEB

www.madelinereid.co.uk

EXPERIENCE

DIGITAL EDITOR

BRICKS Magazine | September 2019 - present

I joined BRICKS in September to assist the production of the next print publication and have held roles of responsibility in all aspects of production of the magazine. In November, I was promoted to Digital Editor to oversee the renovation of the publication's online platform to support the print launch, including writing, commissioning, editing and managing all online posts and adapted social media content.

FREELANCE WRITER

Various | November 2019 - present

Alongside my work for BRICKS, I have written for international titles including Stylist magazine, Miista Journal and NOWFashion.

EDITORIAL INTERN

Stylist Magazine | November 2019

During a one month placement, I assisted the Stylist digital team with creating content and copy for the online publication. I published several articles online and wrote copy for the print publication. Most notably, I supported the Features Editor in interviewing each party leader in the run-up to the 2019 UK election.

EDITORIAL INTERN

TANK and Because Magazines | June 2019

In this role, I published several articles for Because Magazine including fashion week trend reports, style guides and beauty product reviews. Additionally, I assisted the TANK and Because teams with article research, transcribing interviews and image sourcing.

EDITORIAL INTERN & FREELANCE WRITER

PHOENIX Magazine | January 2018 - February 2019

As an intern at Phoenix Magazine, I conducted, transcribed and wrote-up long-form interviews, sourced imagery and provided corresponded copy, and produced social media content using Photoshop, Mailchimp and SproutSocial. Since completing the internship, I have been commissioned on a number of occasions to conduct and write-up long-form interviews, and assisted the team during multiple London Fashion Weeks with their social media coverage and trend reports.

EDUCATION

LONDON COLLEGE OF FASHION, UAL

BA(Hons) Fashion Journalism | 2016 - 2019

I graduated with a First Class Honours Degree in July 2019. During my course I created portfolios of journalism including news reports, fashion features and investigations in the style of a wide variety of fashion media outlets including Vogue, Elle, Business of Fashion, Vice and Grazia. I also attended workshops in Adobe Photoshop, InDesign, Premiere Pro, filming, lighting and sound.