



CHLOE RANFORD

JOURNALIST

EXPERIENCE

EDITOR-IN-CHIEF

Rakbo

March 2017 - November 2017

Rakbo aims to inspire students from around the world with content, resources, and information that will help them make the most of their time abroad. As Editor-In-Chief at Rakbo, my responsibilities included the following:

- Creating and managing the editorial calendar.
- Guiding the writing styles of Rakbo's 50+ team of bloggers.
- Developing and maintaining publishing guidelines for style and adherence to brand.
- Conducting SEO for around 60 articles per month for Rakbo on WordPress.
- Creating and publishing three weekly internal and weekly external newsletters.
- Communicating with Rakbo leadership, bloggers and partners.
- Organizing and overseeing corporate collaborations.
- Facilitating online community management.
- Identifying and creating new content partnerships and evaluating/leveraging existing partnerships.

During my time as Editor-In-Chief, I hastened the publication process, removed the backlog of contributor articles and maximized the SEO potential of published articles; therein helping to facilitate Rakbo's most profitable period.

CONTRIBUTING WRITER

Rakbo

October 2016 - November 2017

As a contributor at Rakbo, I pitched, wrote and publicized bi-weekly articles on the topics of travel, studying abroad and lifestyle. I also promoted Rakbo through the social media sites LinkedIn, Twitter, and Instagram.

TRAVEL BLOGGER

QUT Gone Global

July 2016 - December 2016

As a blogger at QUT Gone Global, I wrote entertaining and enlightening blog posts on my personal experiences overseas.

FREELANCE WRITER

Uni Cafe Media

March 2016 - June 2016

As a contributor at Uni Cafe, I helped produce and market original online stories. Several of my photographic works have also been featured on the website. They cover a wide variety of fields, including portrait, landscape and film.

NEWS INTERN

ABC Radio News

November 2015

During my two-week professional placement at the ABC I assisted in the production of news across online and radio mediums. This included: researching material, interviewing talent and writing news stories. I also shadowed and aided professional reporters with providing quality materials for the multi-media newsroom.

BROADCAST JOURNALIST

QUT News

October 2015

My role at QUT News was to produce stories and segments of local, federal and international importance for QUT's community broadcasters, Briz 31 (television) and 4EB (radio).

NEWS INTERN

Quest Community Newspapers

June 2015

As an intern at the Quest Community Newspapers, I attend local press trips, interviewed talent, wrote community-focused news stories and researched background information for senior journalists.



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ABOUT ME

Chloe is an Australian journalist and travel writer who completed her last semester of her Bachelor of Journalism degree as an International Exchange Student at Sheffield Hallam University (SHU), England.

Before leaving for International Exchange in September 2016, Chloe has had the opportunity to write for several prominent publications, including the Australian Broadcast Corporation (ABC), Quest Community Newspapers and QUT News. She also produced articles and photographic collections for the student-run media outlet, Uni Cafe Media, along with blogging about her travels abroad at QUT Gone Global.

Upon graduation, Chloe held the position of Editor in Chief at Rakbo, in addition to writing regular articles on her experiences as an exchange student for the Rakbo blg.

View her past photographs, articles and broadcast work at www.chloeranford.com

EDUCATION

BA OF JOURNALISM

Sheffield Hallam University (SHU)
September 2016 - December 2016

BA OF JOURNALISM

Queensland University of Technology (QUT)
2014 - 2016

PHOTOGRAPHY TAFE COURSE

Southbank Institute of Technology
2012 - 2013