

# JENNI MARSH

Twitter: @jenn1marsh  
www.jennimarsh.com  
(852) 9689 9561  
jenni\_marsh@hotmail.com

University of York / BA English literature (2.1)  
University of Sheffield / MA Digital journalism

**Profile:** Feature writer and editor with strong digital and photography skills; has reported from China, South Africa, Zambia, Singapore, the UK and Hong Kong.

## **South China Morning Post – Assistant Editor (Post Magazine)**

*January 2014 – present*

- Commissioning writers across Asia to report on current affairs, and produce profile pieces.
- Editing copy; fact-checking; writing eye-catching headlines.
- Online: monitoring coverage using Chartbeat and Google Analytics; creating online-only articles; and using tools such as TimelineJS and Google Maps to enrich our digital content.
- Commissioning video packages, and providing voice overs.
- Using social media sites – Reddit, Facebook, Twitter, Pinterest – to drive traffic.
- Writing columns and features: interviewed Barack Obama’s half-brother in Shenzhen; reported on the rise of Chinese tourism in Africa; and Singapore’s forgotten outlying islands.
- Using social media to engage with readers, and even creating content with their opinions.
- Uploading and editing content and images in SCMP’s CMS.

## **China Africa Reporting Project – University of Witwatersrand, Johannesburg**

*October 2013 – July 2014 (while full-time staff at SCMP)*

- Winner of grant to investigate the rise in Afro-Chinese marriages in Guangzhou. After three months’ fieldwork, conducted mostly at weekends in my own time, I published a 3,000 word cover story for SCMP’s Post Magazine.
- With a videographer, I produced a video package and scripted and recorded a voiceover.
- Won Sopa 2015 award for excellence in feature writing.
- Was invited to speak at Wits University’s China Africa Reporting conference in November 2014 in Johannesburg with journalists from Financial Times and the Guardian.

## **South China Morning Post – Copy editor**

*September 2012 – January 2014*

- Editing correspondents’ copy, writing headlines, captions and fact boxes; fact-checking and revising. Bringing wire content and freelance copy into the SCMP’s house style.
- Wrote features for: Money Post, Features and Technology pages and Post Magazine.

## **Freelance reporter (London)**

*January 2012 – August 2012*

- Pitched stories and took commissions for the **Daily Mail**, **Daily Express**, **the Independent** (first Western press interview with Gigi Chao), **the Guardian**, **the London Evening Standard**, **the Sun**, **Grazia** and **Metro**.

## **London Evening Standard – Online Olympics reporter**

*August 2012*

- Live blogged sports events ranging from dressage and boxing to volleyball.
- Created ever-green profiles of popular sports stars to drive traffic to website.
- Wrote news articles related to the games

### **ITV.com – Freelance digital producer**

*April 2012*

- Created digital content to support ITV’s morning breakfast shows.
- Included interviewing show guests in green room for online articles, live blogging and promoting the TV content on social media platforms.

### **Daily Mail – Sub-editor (graduate trainee scheme)**

*August 2009 – December 2011*

- Sub-editor, starting out on the Mail’s graduate trainee scheme – which included a month’s training with the Press Association.
- Editing and rewriting copy, and writing headlines, under tight deadlines.
- Covered Royal wedding, fashion weeks, and UK general election.

### **Asian Express – Senior Reporter (Leeds & Bradford, UK)**

*December 2008 – August 2009*

- Reporting on Muslim, Sikh and Hindu communities in West and South Yorkshire. Covered election fraud, taboo of homosexuality, and religious festivals.
- Required winning trust of Muslim communities, from imams to local councilors.

### **The Herald (Port Elizabeth, South Africa) – Multimedia reporter (paid internship)**

*August 2008 – December 2008*

- Generated front page stories, shot video packages, blogged for the website and contributed to the paper’s Friendly City Project, which celebrated Port Elizabeth’s diverse community of Xhosa, Zulu, Somali, British, Afrikaans and Japanese citizens.
- Exclusive interview with Prince Harry’s charity bike ride team leader when they passed through the Cape.

### **Adfero – Online newsfeed editor (Leeds, UK)**

*July 2007 – July 2008*

- Editor of eight B2B newsfeeds, covering the property market in Brazil, personal finance and retail news.
- Promoted to “performance related pay scheme”, for editors capable of managing greater workload within the same hours.

### **Other qualifications and skills:**

Mandarin: HSK 3 (speaking and listening)  
NCTJ: Shorthand (100wpm), ethics, news writing, public affairs.  
IT: Confident using CMS, Photoshop, and Final Cut  
Social media: Twitter, Instagram, Facebook, and Reddit.

### **References:**

Andrea Jones, chief sub-editor Daily Mail  
[Andrea.jones@dailymail.co.uk](mailto:Andrea.jones@dailymail.co.uk)

Mark Footer, Editor, Post Magazine, SCMP  
[mark.footer@scmp.com](mailto:mark.footer@scmp.com)