

Sophie Mei Lan

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## **Multi-Platform Journalist, Digital Editor and Content Creation Specialist** *Post-Graduate Diploma Journalism, NCTJ-Qualified, and Multi-Award-Winning*

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*Digital Journalist & Editor Sophie Mei Lan currently freelances as a Reporter, Film-Maker, Content Creator, and Newspaper Columnist for Regional, National and, Global Media outlets, specialising in Northern Communities, Health, Wellbeing and, Inclusivity. Engaging untapped audiences via multi-platform story-telling as well as running her own multi-media enterprises reaching two billion people and won several awards (Amnesty Int Human Rights Media Award, PR Week Campaign for Good Award 2019, Blog of the Year 2020 & Digital Enterprise Top 100 2021).*

### **Employment History:**

#### **Freelance Multi-Platform Journalist: 2012 - Present**

Writing, Broadcasting, and creating digital content for local, national, and global media outlets online and offline, as well as for national brands.

Formerly: Independent Documentary-maker for Channel 4 News, ITV News & BBC News. Online Reporter for Mirror Online, Metro, BBC News, and HuffPost UK. Having written for JPI Media Titles, The Big issue North, The Guardian, The Observer, and her own online publications.

#### **Magazine Editor, Columnist, & Features, JPI Media, The Social Worker, and Sparkle Up North Magazine 2019 - Present**

- Sophie is Founder and Editor of Sparkle Up North Business Magazine and Yorkshire Families, in which she runs a content creator community of more than 700 'influencers up north' and delivers multi-media training to female entrepreneurs. She has formerly edited Topic UK Business Magazine and a variety of national and local e-zines.

- She currently writes weekly newspaper columns for Yorkshire Evening Post on social affairs
- Sophie also writes magazine features for The Social Worker and has written blogs for the national press.
- She writes, films, and edits a Mind & Body Fitness multi-platform column which is featured across JPI regional newspapers and her own Mental Health & Wellbeing Channels.

**Published Author, Blogger, Vlogger, Podcaster, Speaker & leader of mental wellbeing and social media communities:**

*2012 - Present*

Since setting up her own multi-platform blogs, vlogs, podcasts, and social media communities focusing on wellbeing, disability, women, and business, she has amassed a combined following of 100k, more than 24 million views to her youtube channel, and has won a plethora awards. Whilst also facilitating & filming community reporter training.

**BBC Journalism Trainee Scheme, BBC News (BBC Online, BBC Raw Presenter and experience in TV & Radio) 2015-2016**

**Multi-media Newspaper Reporter, Johnston Press Newspapers (JPI Media): 2013-2015** Staff reporter for local titles.

**Broadcast Assistant & Weekend Reporter, BBC Local Radio (Sheffield & Manchester) 2009-2013** with her own series.

**Qualifications**

- Post-Graduate Diploma in Broadcast Journalism, University of Salford, NCTJ Accredited & Awards for Excellence Winner Campaign of the Year, Scoop of the Year & Highly Commended: IRN Commercial Radio Award, 2015.
- BA Hons in Philosophy and Italian with Social Sciences, University of Manchester, 2012.
- King Edward V11 Language School & 6th Form: 1999-2005.
- Mental Health First Aid and Personal Trainer (Level 3)