

CONTACT

- islaasneddon@gmail.com
- www.islasneddon9.wordpress.com
- +44 7535 367760
- Edinburgh, Scotland

EDUCATION

EDINBURGH NAPIER UNIVERSITY, BA
(Hons) Journalism
2022- 2026

SKILLS

- Adobe InDesign, Premier Pro, Audacity, Canva Pro, Microsoft, WordPress, Wix, MailChimp
- Fully qualified in first aid and as a fire marshall
- Interpersonal and written communication
- Media Law
- News Gathering
- Project management
- Public Speaking
- Understanding of Fashion History, Vocabulary, Trend Prediction and Runway Reviews.

REFERENCES

Available upon request

Isla Sneddon

JOURNALIST

A multi-skilled journalist with a BA from Edinburgh Napier University and a strong foundation in fashion writing, bringing experience across print, digital and broadcast media. Skilled in multimedia content creation, with hands-on experience as a backstage assistant at New York Fashion Week. Particularly strong in magazine publishing, producing style-conscious editorial that balances industry insight with engaging storytelling.

EXPERIENCE

MARKETING AND SOCIAL MEDIA MANAGER SCOT-ART.
April 2023- Present

Daily tasks include making social media content, boosting interaction and monitoring our website, updating accordingly. As a social media manager, it's a priority to improve communication of the charity through social platforms, while optimising engagement across multiple outputs. The job encourages interaction with people from all walks of life. Additionally, in 2025 I received a qualification in SEO Optimisation from HubSpot Academy to further my understanding of web algorithms and vocabulary. This I thought was necessary when engaging with external contractors, to ensure I was up to date.

EDITOR/RADIO AND PODCAST MANAGER AND HOST
ENRG (EDINBURGH NAPIER RADIO GROUP)
September 2022- May 2025

The head of podcasting role involved planning events and skill workshops, managing a team of people, as well as editing podcasts. As editor of the whole site for 2024/25 involved managing a team of 14 site specific editors and oversaw the management of the 7 publications under the ENRG umbrella. Under my tenure, ENRG was nominated for 'Best Student Newsbrand' at the Herald Student Press Awards. Over seven days, I managed a live Edinburgh Fringe Festival broadcast, conducting the set-up of equipment, arranging interviews with acts, interviewing, overseeing, turning each broadcast into a same day Spotify podcast using Audacity. This was done at Summerhall in Edinburgh.

VOGUE COLLEGE OF FASHION

5 Days of Fashion Journalism Course
June 2025

Completed the '5 days of Fashion Journalism' short course at the Vogue College of Fashion in London. Throughout the course, I worked alongside students from the creative direction, styling, fashion business and beauty business courses to pitch an idea for Vogue's September 2025 issue. This presentation was in front of 50 of our peers and a panel of Vogue team members. The experience gave me practice of writing to a specific style guide, applying knowledge of target audiences and audience preferences for a well-established publication.

NEW YORK & PARIS FASHION WEEK ASSISTANT

Libertine
February 2024

Interned with 'Libertine' in New York, backstage of their runway show and at their showroom for New York Fashion Week, which required styling models in their new collection, steaming clothes, setting up displays and assisting on the show day. This two weeklong opportunity which allowed me to be fully immersed in fashion, and to understand how fashion week and styling works. As well as getting an insight into the latest trends. I later was invited personally by the brand to Paris Fashion Week to assist in their showroom.