

CONTACT

- islaasneddon@gmail.com
- www.islasneddonjournalist.com
- +61 452 197 748
- Sydney, NSW, Australia

EDUCATION

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

SKILLS

- Interpersonal and written communication
- Active Listening
- Determination and Persistence
- High attention to detail
- Good time management
- Project management
- Public Speaking
- Adobe InDesign, Premier Pro, Audacity, Canva Pro, Microsoft, WordPress, Wix, MailChimp
- Fully qualified in first aid and as a fire marshal

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 sharp, style-conscious editorial that balances industry insight with engaging storytelling.

EXPERIENCE

MARKETING AND SOCIAL MEDIA MANAGER

Scot-ART Charity
April 2023- July 2026

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. I was the editor of live Edinburgh Festival Fringe coverage. Over seven days, I conducted the set-up of equipment, arranging interviews with the acts, interviewing, overseeing the live broadcast and turning each broadcast into a same day Spotify podcast using Audacity. This was done at Summerhall in Edinburgh.

NEW YORK & PARIS FASHION WEEK ASSISTANT

Libertine

February 2024

I was offered an internship 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.

VOGUE COLLEGE OF FASHION

5 Days of Fashion Journalism Course

June 2025

I completed the '5 days of Fashion Journalism' short course at the Vogue College of Fashion in London. This course taught me everything from fashion features and news writing to vocabulary and history. 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.