

LAURA CHEVALIER

Rennes, France • 07879839247 • chevalier.lauramarie@gmail.com • [LinkedIn](#) • [Portfolio](#)

SUMMARY

A creative and versatile creative professional, I specialise in transforming ideas into visually captivating and impactful social media content.

With a deep passion for storytelling and design, I excel at conceptualising and producing engaging short-form videos and narratives tailored to resonate with diverse audiences. My ability to stay ahead of trends and bring fresh, innovative perspectives ensures content that stands out and strengthens brand identity. Proficient in tools such as Adobe Premiere Pro, Adobe Express, and Canva, I combine artistic vision with a meticulous approach to planning and execution. My strong time management skills enable me to juggle multiple projects and deadlines efficiently, ensuring consistent delivery of high-quality content. Collaborative by nature and self-driven in execution, I thrive in dynamic environments where creativity meets strategy, contributing to a brand's growth and community engagement.

EDUCATION

City, University of London • 2022 - 2023

MA Journalism - 2:1

- Interviewed UK politicians at Westminster and covered an anti-Brexit march, gaining hands-on insight into UK and European politics.
- Received training in UK media regulations and laws.
- Covered local news in London, deepening my understanding on social and political issues.
- Trained in SEO, SMO, audience strategy, and multimedia storytelling across social media channels.

University of Portsmouth • 2019 - 2022

BA Film Productions - First Class Honours

- Produced an award-winning graduate film, demonstrating strong creative vision, leadership and project management.
- Specialised in scriptwriting, cinematography, and production for both fiction and factual filmmaking.
- Trained on professional cameras and video editing software.
- Studied German as an additional module.

WORK EXPERIENCE

Assistant Producer (broadcast and social media) • France Télévisions, London - June to December 2023

- Monitored UK and international news daily, using data analysis to understand complex stories and assess their impact.
- Produced and published a daily news review on X, effectively covering time-sensitive events on UK and Ireland current affairs and politics.
- Produced and edited news segments for major network programs (13H, 20H, Télématin), overseeing the full production process from pitching and researching to managing logistics and booking interviewees.
- Conducted interviews and filmed segments using professional cameras.
- Researched news footage across several media outlets and edited videos for social media and television packages.

Editor / Content Contributor • Interhacktives, London - October 2022 to April 2023

- Contributed to articles on European data policies and new regulations.
- Produced and contributed to articles for the website as well as overseeing their publication by creating editorial calendars.
- Relunched and co-hosted the podcast: researching, interviewing and editing episodes focusing on the rise of AI-powered tools in journalism.

Documentary Filmmaker • The King's Trust and Waltham Forest College, London - Freelance from 2020 to 2021

- Worked as director, screenwriter and director of photography, overseeing the creative and technical aspects of projects.
- Liaised with clients and the marketing department to ensure projects aligned with objectives and audience engagement strategies.
- Developed strong communication, factual filmmaking, and interviewing skills.
- Participated in a multimedia exhibition featuring the documentary and hosted filmmaking workshops for students.

UNIVERSITY POSITIONS

Course Representative • City, University of London • 2022 - 2023

- Represented student interests by collecting and analysing feedback, presenting well-founded proposals to university administration to influence course improvements.
- Acted as a liaison between students and faculty, negotiating solutions, fostering engagement, and driving initiatives to enhance the academic experience.

Content Ambassador • City, University of London • 2022 - 2023

- Produced engaging content for the university website, including an article presenting the MA Interactive Journalism course to prospective students.
- Authored a personal testimonial reflecting on my experience as a City student and insights into the MA Interactive Journalism program.

OTHER EXPERIENCE

Freelance Photographer & Stock Contributor • Barcelona, Spain - September 2024 to May 2025

- One of my images was chosen by Sony UK & John Lewis for a marketing campaign.
- Sold and licensed my photographs through Shutterstock and other stock photography platforms.

Volunteer Filmmaking Workshop Leader • Waltham forest College, London - 2021

- Led workshops for King's Trust students to produce short films for their final projects, teaching storytelling, camera techniques, and video production.

Volunteer at my hometown Twinning Committee with Ireland • France - 2018 to 2021

- Contributed to welcoming Irish committee members to the city, by organising and leading city tours and cultural activities.
- Served as the committee English teacher, teaching English online during the Covid lockdowns to help local pursuing their language learning.

CERTIFICATIONS

Digital Marketing Strategy • UK, The Open University - Issued Apr 2024

Social Media Marketing • UK, The Open University - Issued Jun 2024

ADDITIONAL SKILLS / INTERESTS

- **Languages:** English and French (fluent) / Spanish (C1) / Italian (B2) / German (A2) / Korean (currently taking classes)
- **Travelling:** enthusiastic traveler with a love for discovering diverse cultures, having explored numerous European countries and Morocco.
- **Photography:** planning a visual documentary trip to South Korea, aiming to sell and showcase original travel photography.
- **Art:** passionate about experimenting with new mediums to grow creatively.