



CAMERON LUKE NORRIS

Passionate storyteller and adept communicator; I know how to captivate an audience.

✓ PROFESSIONAL EXPERIENCE

Production Assistant | August 2024 – Present

Norris Post Production Ltd, (Hybrid) London, England, UK

- Working closely with clients and production teams on projects associated to high-profile UK brands, such as ITV and BBC Studios.
- Assisting with all phases of post-production, primarily content review, video editing, and sound design (i.e., background dialogue, voiceover integration, sound effects).

Communications Specialist | August 2023 – May 2024

UVM: Office of Vice Provost & DOSA, Burlington, Vermont, USA

- Managed multiple independent projects, each aimed at leveraging our data analytics to monitor social trends, advance DEI initiatives, and inform strategic decision-making.
- Developed positive relationships with key stakeholders, including students, faculty, staff, alumni, donors, academic influencers, and the local community; proactively identifying, creating, and sharing impactful stories to our high-traffic media accounts.
- Collaborated with marketing execs to oversee content across our social media, email, and website channels, to increase visibility/interest amidst UVM's 2024 rebranding.

International Student Ambassador | August 2023 – May 2024

The University of Leeds: International Office, (Remote), England, UK

- Delivered engaging presentations and informational sessions to promote the University of Leeds and the UK to prospective U.S. exchange students, providing insights into academic programs, city life, and cultural changes.
- Leveraged social media platforms to author compelling blogs, share student stories, promote events, and engage with international audiences.

Freelance Copywriter | February 2021 – March 2022

Self-Employed, (Remote) Leeds, England, UK

- Created digital copy for a range of media clientele, maintaining a consistent brand voice and identity across promotional materials, social platforms, and websites.
- Drafted articles and blog posts for entertainment topics, using SEO to boost organic traffic; meticulously editing written content to optimise accuracy, clarity, and quality.

✓ EDUCATION

English Language and Linguistics (International), BA | The University of Leeds

Concentration: Media and Communications | Grade: 2:1 | Graduation: May 2024

▪ **CNN / Fox News Media Thesis:**

1 year of extensive independent corpora research, examining how leading media network's utilized lexical choice, dialogue, and writing techniques to represent key public figures during the build-up to the 2020 U.S. presidential election.

GCE A Level | Bryn Elan Sixth Form, Wales, UK

Grade: 4.0 GPA / A*, A*, A* | Graduated: May 2020

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✓ CERTIFICATIONS

Public Relations and the Media (Specialization)

- University of Colorado Boulder | Digital Program*
- 25.09.2022 – 18.01.2023*

The Moral Foundations of Politics

- Yale University | Summer Program*
- 28.06.2021 – 23.08.2021*

The Duke of Edinburgh Award

- Bronze, Silver and Gold*
- 2016 – 2019*

✓ SKILLS

Key Skills: Copywriting, Copy Editing, AP Style, Trend/Data Analytics, SEO, Social Media, Creativity, Press Releases, Marketing, Brand Management, CRM

Microsoft Office: Excel, Word, PowerPoint, Outlook, OneNote, Teams

Adobe Creative Cloud: Photoshop, Premiere Pro, InDesign, Illustrator, Lightroom, After Effects

Other Software: Canva, Google Analytics, Slack, Zoom, WordPress