

# Umar Hassan | Data Journalist

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## PROFESSIONAL SUMMARY

A Digital and Data Journalist with over 10+ years' experience, breaking stories for social, digital and video platforms for publishers and media companies. Currently working as a Freelance Journalist for the Press Gazette, EM360Tech, Chief Data Hero and more.

## CORE AND TECHNICAL SKILLS

- **Data and Analytics:** Excel, R, Datawrapper, Google Analytics, Flourish
- **Content Production:** Adobe Creative Cloud, WordPress, Canva, Magento
- **Social Media Management:** Meta Business Suite, LinkedIn, YouTube, Hootsuite
- **Media Law and Regulation:** Libel and Defamation, Fair Dealing and Copyright
- **Editorial and News Writing:** Feature Articles, Analysis, Interviews, News Pieces
- **Project Management and Stakeholder Management:** Monday.com, Trello, Notion

## PROFESSIONAL EXPERIENCE

**Freelance Journalist** **Jan 2025 - present**

- Analysed nearly 200 articles across one day for three Reach PLC news websites in Excel for an upcoming Press Gazette local news project.
- Wrote a SEO technology blog for EM360Tech that was seen by 640,000 IT leaders.
- Built an email conversion dashboard prototype in Tableau in 72 hours for Space.

**Ricemedia (now M3 Agency)** **Jan 2022 - Jan 2025**

**Content Performance Manager** **Jan 2023 - Jan 2025**

- Optimised existing MOT blog content for Merityre, leading to MOT terms coming back to page one of Google and a 10% increase in SEO traffic in three months.
- Updated 20 pages in four days for the Employers section of the ICAEW website, leading to the client not leaving the agency and an internal performance award.
- Created and managed seasonal Organic Social campaigns and ad-hoc posts in the Meta Business Suite and Reputation for Formula One Autocentres and M3 Agency.

**Digital Content Executive** **Jan 2022 - Jan 2023**

- Wrote high-ranking blog content that drove SEO traffic for White Oak and Skirting4U.
- Decreased content production times by 25% in two months by building a data model that tracked the production process in Google Sheets.
- Spearheaded A/B testing for call-to-actions in blog content, where sales orientated CTAs in client blogs had 100% more blog conversions than non-sales CTAs.

**Freelance Journalist** **May 2013 - Jan 2022**

- Reported on technology, sport and data for [HuffPost UK](#), Mirror Sport and more.
- Collaborated with The Bureau Local as part of their #SoldFromUnderYou investigation that was featured on Birmingham Live and The Bristol Cable.
- Interviewed many high-profile journalists and broadcasters, such as [Jane Haynes](#), [Louise Goodman](#) and [Jim Rosenthal](#) for Journo Resources' A Day in the Life series.

## EDUCATION

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### Birmingham City University

#### MA Data Journalism, Merit

Sep 2020 - Sep 2021

- Completed a two-week work placement with The Economist Data Team, analysing data in R and Excel for potential stories around internet freedom and boxing.
- Collaborated with data and multimedia journalists to produce a successful overnight livestream of the [2020 United States presidential election](#) on Facebook Live.
- Covered [British Touring Car Championship](#) and [F1](#) data stories for a major project.

#### BA (Hons) Media and Communication (Journalism), 2:1

Sep 2014 - Jul 2017

- Secured work placements with NUBI Magazine, The Irish World, Sky and others.
- Participated in multiple hackdays involving data storytelling with Hacks/Hackers Birmingham, The Bureau Local and the BBC Shared Data Unit.
- Analysed ESPN Scrum data around West Midlands players in England Rugby World Cup squads for Birmingham Eastside, which was picked up by BBC Birmingham.