


URSULA ERRINGTON

JP, MA Hons (Oxon), PG Dip Journalism (Distinction)

Driven communications professional with unparalleled knowledge of multi-platform editorial processes in newsrooms globally. Career background in business and financial markets.



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Age: 36

Nationality: British

===== EXPERIENCE =====

HARD TRUTH MEDIA LTD – Company Director

Mar 12 to present

Media Advisor and Trainer

- Pitching, designing and executing broadcast media training for senior spokespersons.
- Creating bespoke video content for websites, events and TV.
- Advising and managing message development and dissemination strategies.
- Events hosting – panel discussions, executive interviews, awards ceremonies and educational seminars.
- Clients include a global communications corporation and the world's biggest e-commerce company.

Freelance Broadcast Journalist

- Ongoing role as Business Presenter / Correspondent for Sky News providing live TV coverage, TV packages, radio reports, online copy and innovative iPad content for the channel.
- BBC Look East Presenter with editorial autonomy over the 2230 bulletin, leading a team of six.
- Presenter / Reporter BBC 'Inside Out'. Short-form investigative documentaries holding those in positions of authority to account.
- Guest Presenter, Monocle 24 Radio. Hosts a current affairs show appealing primarily to audiences in Asia and US.
- Judge for 'Best In Business Awards' 2013

RINGMAIN TECHNOLOGY LTD – Company Secretary

Apr 14 to present

Retail Business Manager

- Running a single-product engineering company making an innovative ratchet windlass for canal locks.
- Managing all aspects of the business from placing manufacturing orders and quality control to marketing and customer service.

SKY NEWS / FIVE NEWS – Staff Correspondent

Feb 06 to Mar 12

Five News Correspondent (secondment from Sky) – Jun 10 to Dec 10

- Regularly top story for two bulletins a day, each with more than 1.5 million viewers.
- Covering everything from natural disasters and court cases to sporting events and interviewing celebrities. Excellent understanding of how journalists will approach a story for a specific audience demographic.
- Using high production-value story telling. Knows exactly what a journalist needs to tell a story.

Sky Business Correspondent – Jan 09 onwards

- Transferred to the business unit to underpin recession coverage with markets knowledge.
- Interviewing CEOs such as J. King (Sainsbury's), Sir Philip Green (Arcadia Group) and M. O'Leary (Ryanair)
- Attending regular off-camera briefings at with Sir Mervyn King and at the Treasury.
- Acclaimed presentation at a Markettiers4dc conference – "How to get business stories into the media".

Sky Political Correspondent – Full time Oct 08 to Dec 08. Part time Jan 09 onwards

- Secured first broadcast interview with the Chancellor, Alistair Darling, on the bank bailout plans.
- Main 2010 Election reporter for Sky's Sunrise and Live Desk programmes.
- Accessing and working with key influencers – interviews with The Cabinet and Shadow Cabinet, including David Cameron, Ed Miliband, Jeremy Hunt and Andy Burnham.

Sky Correspondent – Feb 06 to Mar 12

- According to line manager "the most intellectually heavyweight reporter at Sky News"
- Multi-layered approach to message dissemination- tailored content for online platforms and iPad app
- Good working knowledge of social media – Tweeting, micro-blogging and live web chats for Sky News online.

Highlights

London – Feb 13 – Interview with President of Somalia

- Built a relationship with the President’s team.
- Secured the only TV interview for a British channel during the President’s visit to London.

Myanmar – May 08 – Aftermath of Cyclone Nargis

- Clear-headed under pressure – the only broadcaster to report live from the worst hit region, the Irrawaddy Delta.
- Undercover reports from communities not reached by aid agencies or government.
- Team-player - evaded capture and expulsion by hostile government officials and military whilst keeping crew, locals and kit safe.

London - Feb 06 to Nov 07 – World News Anchor

- Regular presentation of Sky’s international breakfast programme from 0400 to 0600 GMT.
- Live interviews with on-location correspondents and studio guests.

TV3 GHANA / BBC / SKY NEWS - Freelance Journalist

Jun 03 to Feb 06

- TV reporter for TV3, Ghana. Special Reports - prostitution, malaria, street children and domestic violence.
- Radio reporter and bulletin reader for BBC Oxford and Radio 4s PM programme.
- Radio feature reporter – Gardeners’ Question Time.
- Chief-sub editor and stand-in Executive Producer for Sky World News, 0400 to 0600 GMT.

BNP PARIBAS – Commodity Derivatives Marketer

Oct 00 to May 03

- Structuring and executing oil derivative deals with bank clients e.g. shipping companies, airlines, hauliers.
- Closing deals worth \$10 thousand dollars to \$5 million.
- Daily contact with executives at CEO, CFO and Treasury level.
- BNP Paribas’ Elite Management Programme - team leader for project to redesign the bank’s procurement strategy.
- Writing accessible oil market analysis for over 1,000 clients globally.

SHELL TRADING AND SHIPPING COMPANY – OIL OPERATIONS

Oct 99 to Sep 00

- Responsible for buying and selling cargoes of crude oil to other major oil producers.
- Writing and negotiating fine detail of contractual terms of agreement for deals.

===== TECHNICAL SKILLS =====

GENERAL: Reuters Professional, Bloomberg Terminal, Microsoft Excel/Word, Photoshop.

TV: ENPS, iNews, Avid DV Express / Newscutter, Linear Editing, Sony PD 150 Camera.

RADIO: Radioman, Quick Edit, Cool Edit Pro, Sadie, Minidisc, Nagra, Sonifex, Marantz Professional.

===== EDUCATION =====

- **Cardiff University** (03-04) Distinction - PG Diploma in Broadcast Journalism
- **Oxford University**, Pembroke College (96-99) 2.1 MA/BA (Hons) – English Literature and Language.
- **Dr. Challoner’s High School**, Bucks. (90-96) 4 A Levels & 8 GCSEs

===== OTHER ACCREDITATION =====

- NCTJ Media Law modules (Parts I and II). Self-study.
- Justice of the Peace
- Full UK Driving Licence.