

Lucy Ruthnum

BA(Hons) English Language,
Communication & Literature, 2011
Journalist, Lynn News



Starting off

Lucy's career journey began before her final year at university, when she gained work experience for Lynn News, her local newspaper in Norfolk. *'I scored the front page and lots of great stories in my first week. By impressing the team, I was asked to contribute a weekly column throughout my final year. I was also called on to work full-time with them for a month before returning to university.'*

After graduating, Lucy was offered the job to work for the paper as a trainee and still works there today. *'As a journalist, I run the entertainment section, the website and contribute to the news and features sections as well. I also interview, write stories, work with PR companies and large businesses and I handle all the social media and video/multimedia content.'*

Lucy believes that a simple approach worked best when she applied for Lynn News. *'When I applied, I sent a covering letter and a copy of my CV by email to the editor; they liked my application and invited me in for a week. It wasn't a difficult process, but I was the first person taken on for work experience in several years. The best way to apply is just to email with a letter and CV - simple and to the point.'*

Work life

As well as being a full-time journalist, Lucy is also a blogger and freelance writer. Lucy writes two blogs, which she began after being inspired by some Norwich-based bloggers she had met. After discovering her love for festivals and the need to experience different writing styles, she applied to be a staff writer for the entertainment website 'This Festival Feeling'.

However, Lucy's main focus is on www.AbsolutelyLucy.com, a blog on travel, food, festivals and lifestyle. *'I started it up a year ago (2013) and it has already proved to be a huge hit with my readership, spread across the globe. I have attended several blogging events on behalf of my brand and have gained contact from several larger social media/content companies for more writing work as a result.'*

Your degree

Studying an English degree has helped Lucy enormously. She explains that it leaves you ready for any job in media or PR. *'English is a great degree to have if you are going to work in any form of writing, communicating and media. To Journalism students, I would say make sure you know what your course will actually qualify you to do - I know many journalism students who had to pay and study separately after their degree for their NCTJ Diploma in Journalism. Be aware of this and consider how this will work in your future.'*

Lucy recommends developing skills early on by getting work experience through different mediums of writing. *'Write for the student paper, apply for work experience at the local newspaper, try out a national magazine, start a blog. All of these will help immensely by getting your name out there early on.'*

Travelling is next on the agenda for Lucy with the plan to move to London. She hopes to work for a magazine or produce digital content in a lifestyle or entertainment related position on her return.



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