



MARA BUDGEN

Editor, Journalist and Content Creator | +39 3426777458

DETAILS

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DATE OF BIRTH

1991-11-05

NATIONALITY

Italian and British

SKILLS

EDITORIAL

Feature Article Writing

Breaking News Coverage

Editing

Video Content Development

Video Production

Documentary/Video Script Writing

Broadcast Journalism (live and recorded)

On-camera Interviewing & Hosting

Podcast Writing & Hosting

Editorial & Content Strategy

Editorial & Content Management

News & Trends Analysis

COMMUNICATIONS

Content Marketing

Digital Community Development

Social Media Management & Copywriting

Public Speaking

Translating

Blogging

Cultural Sensitivity

Teamwork

PROFILE

Editor and Journalist specialised in sustainable development. Driven and imaginative, with excellent communication skills and experience in digital content creation. Holds a Master's in Development Studies from the Uni. of Cambridge and is a member of the Italian Order of Journalists.

EMPLOYMENT HISTORY

Freelance Editor, Journalist and Content Creator, Milan and Tokyo

September 2019 — Present

· **Head International Editor at LifeGate.** Editor-in-Chief of English-language sustainability news website LifeGate.com since founding in 2015, overseeing growth to reach 12 million screens in virtually every country. Managing international team of 12 contributors and 3 translators and currently working as editorial consultant for launch of new website as well as development of events platform.

· **Asia Pacific Correspondent at LifeGate, Tokyo.** Coverage focused on [Olympics](#) postponement, regional Covid-19 response and sustainability in Japanese culture.

· **Video content creator.** Wrote, filmed and produced documentary about [Lower Omo Valley](#) in Ethiopia (English and Italian) accompanied by written reportage, and video about sustainability at Tokyo 2020 Olympics (Italian) in collaboration with video editors.

· **Communications Consultant for Saving CO2.** Writing marketing materials such as brochures in collaboration with design team of startup offering renewable energy services for businesses.

· **Feature Writer at UpClimbing.** Wrote article about climate change's impact on [Mont Blanc](#) for special edition of Italy's principal climbing and mountaineering magazine.

Head International Editor at LifeGate, Milan

February 2015 — Present

· Editor-in-Chief of LifeGate.com and Deputy Chief Editor of LifeGate.it: 36 million page views and 15 million users over last 12 months. Supervised migration of LifeGate.it to LifeGate.com.

· Monitoring international news and trends, developing engaging storytelling through multimedia content for digital and social media in English and Italian: articles, videos, photos, podcasts, radio.

· Writing [articles](#) (breaking news, features, reportages and interviews), developing video content including scripting and presenting [live](#) and [recorded videos](#), and creating [video formats](#).

· Managing team of contributors over four continents (up to 15 people): commissioning and editing SEO-optimised articles characterised by quality and accuracy.

· Working with Consulting and Sales teams to develop B2C communication strategies, including direct coverage of international events such as [COP23](#).

Blogger at Ruby Cup, Remote

February 2013 — July 2013

· Blogging about feminism and development for social enterprise selling menstrual cups to help Kenyan girls in poverty. Tailoring posts to young, female readership.

· Exponential increase in readership: posts re-published by NGO Wash United.

MANAGEMENT & ORGANISATIONAL

Team Leadership

Project Design & Management

Analysis & Problem-Solving

Time Management

Independence

Working Under Pressure

Accuracy

TECHNICAL

Computer Proficiency

Wordpress

Search Engine Optimisation (SEO)

Google Analytics, AdWords & Docs

MS Office

HTML

Adobe Photoshop

HOBBIES

Rock climbing, Yoga, Trekking,
Travelling, Learning languages,
Reading

LANGUAGES

English

Italian

Spanish

French

Japanese

LINKS

[Portfolio](#)

[LinkedIn](#)

Communications Coordinator at ProXXIma, Milan

September 2012 — July 2013

- Liaising with foreign organisations to develop partnerships for social enterprise promoting sustainability through education and health.
- Writing and translating texts (including a book) and designing layouts for promotional material.

EDUCATION

Master of Philosophy in Development Studies, University of Cambridge

September 2013 — July 2014

- Political Economics of developing countries with focus on China. Disciplines: Economics, Political Science, Sociology, Sinology.
- Grade achieved: Distinction

Bachelor of Arts with Honours in Politics, School of Oriental and African Studies, London

September 2009 — July 2012

- Critical approach to politics of Global South. Modules: International Relations; Political Theory; Chinese, Middle Eastern and Southeast Asian Politics.
- Grade achieved: First Class

International Baccalaureate, International School of Milan, Milan

September 2005 — June 2009

- Multi-lingual programme centred on academic and creative skills. Subjects: English, Italian, History, Art, Maths, Biology.
- Grade achieved: 42/45

INTERNSHIPS

Editorial Intern at Grazia, Mondadori Group, Milan

April 2008 — June 2008

- Liaising with press offices to select press releases.
- Conducting research for articles and writing photo captions.

VOLUNTEERING EXPERIENCE

Salvation Centre Cambodia: English Teacher, Phnom Penh

June 2011 — August 2011

- Teaching English to children aged 3 to 15 in school run by NGO involved in HIV/AIDS care.

COURSES

Sustainable Development in a Changing Climate, Thomson Reuters Foundation & United Nations Foundation

July 2015 — August 2015

Introduction to Web Design, Anglia Ruskin University

February 2014 — March 2014