



# Anna Hartley

## Multi-platform reporter and producer

"I would highly recommend Anna for any journalistic, production or editorial position. She is a resourceful and talented journalist able to deliver informative, meaningful stories to the audience. Anna was a pleasure to work with, always keeping a calm head under pressure, and certainly established herself as a team player who is able to deliver dynamic content for all platforms."

- Heidi Davoren, Head of Digital ABC News, Brisbane

## Experience

### 2021 - 2023

Urban Utilities Australia | Brisbane

#### Senior Media & Communications Specialist

While working in the award-winning media team at one of Australia's largest water companies, I consistently pitched creative stories to media across the country and worked collaboratively with cross-functional teams to deliver and promote creative, attention-grabbing campaigns to deliver results. My ability to work well under pressure and meet rigid, competing deadlines was an asset in this diverse role, which required issues and emergency management, including participating in 24/7 on call roster.

#### Other key responsibilities:

- Writing media releases, statements, key messages, Q&As and talking points.
- Creating copy for web, social media, internal and customer-facing channels.
- Responding to media enquiries.
- Participating in live and pre-recorded media interviews as company spokesperson for radio, television and social media.
- Developing communication plans and providing advice on reputational and media risk.
- Building trusted relationships with media and external stakeholders.
- Media monitoring and presenting reporting data to demonstrate measurable results.
- Briefing spokespeople and delivering media training for senior executives and the CEO.
- Shooting and editing high quality photographs and video content for broadcast media, social media, customer-facing collateral and internal communications.
- Using the CMS to develop media and customer-facing content for the website.
- Helping coordinate community engagement and stakeholder events.
- Working with external agencies to develop collateral, including video and animation.

### 2016 - 2021

ABC News | Brisbane, Cairns, Ipswich, Australia

#### Multiplatform Video Journalist & Producer, News/Features

I spent more than five years as a multi-platform video journalist working across regional and metropolitan Australia for the national broadcaster, ABC News. Building trusted relationships in the communities I worked in including Cairns, remote far north Queensland, Ipswich and Brisbane helped me deliver accurate and timely breaking news and original exclusive stories for radio, social media, online and television audiences. In addition to using strong editorial judgement to meet rolling news deadlines, I filed long form audio and video packages for national programs and ABC News' YouTube account. I was promoted to lead the ABC's Ipswich newsroom, coordinating coverage for local, state and national audiences to meet editorial strategies and KPIs while mentoring colleagues in the satellite bureau.

#### Key responsibilities:

- Camera operation (DSLR, mobile and P2 news camera kits) as a sole journalist and for other reporters in the field.
- Managing social media channels and website (ABC Far North, Cairns).
- Multi-platform filing of breaking news in the field to digital, radio, social media and television.
- Live and pre-recorded presenting on radio, television and social media for local, state and national audiences.
- Editing high quality images and vision for use on social media, television and online.
- Digital production including copy editing, ensuring good SEO and using the CMS to publish breaking and original online stories.

#### Key achievements:

- Leading editorial for the inaugural ABC's Suburb Talks strategic initiative in Queensland to improve audience representation and increase brand awareness, trust and engagement with geographically and culturally diverse audiences outside metropolitan areas.
- Helping secure 200 attendees at the ABC's first annual Suburb Talks community events.
- Being named as a finalist in the Clarion Awards in 2021 in the multicultural category following the ABC Suburb Talks initiative.
- Leading ABC Queensland's inaugural trial of Instagram reel specific content.
- Consistently exceeding digital KPIs by securing audiences of more than 80,000 and average engagement of 2-3 minutes per story.

## Contact

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### Website

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### Social media

Twitter/X: Anna\_Hartley1

## Skills

Sourcing engaging original cross-platform news and feature stories

Multiplatform in the field reporting across online, radio, TV and social media

Exercising strong editorial judgement while reporting breaking news to deadline

Use of ENPS and news wire services

CMS publishing, SEO experience

Shooting photo and video for broadcast

Video editing with Adobe Premiere Pro

Building trusted relationships with talent

Creating authentic stories aligned to strategic goals and news values

Managing web and social media channels including live audience data monitoring

Producing and presenting live and pre-recorded broadcast news at the local, state and national level

Cross platform collaboration and teamwork

Producing broadcast and digital copy from colleagues in the field submissions

## References

Available on request

## Awards

Clarion Awards, Multicultural Reporting  
(Finalist, 2021)

Caroline Jones Award, Women in Media  
(2021)

APN Young Journalist of the Year  
(2015)

## Education

Bachelor of Journalism and Arts  
(International Relations/German)

The University of Queensland

# Anna Hartley

Senior Media & PR Specialist

## Experience (cont.)

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2019 - 2021

PCYC charity | Brisbane

### Communications Consultant

I supported the Police Citizens Youth Club (PCYC) charity by editing their annual report. I used high-level written communication skills, attention to detail, and understanding of design to ensure the annual report was accurate, fit-for-purpose and completed to the highest standard. The role involved sub editing copy, including headlines and image captions to ensure accuracy and consistency of brand tone, providing detailed feedback on design and working with PCYC to ensure feedback was implemented before printing and distribution. The not-for-profit is focused on supporting vulnerable young people across Australia and has 70,000 members. Because it is reliant on grants and private donations, the annual report is an important tool to illustrate value of current contributions and secure future funding.

2013 - 2016

Queensland Times | Ipswich and surrounds

### Journalist, Digital and Deputy Editor

My time in the highly caffeinated, fast paced and rapidly changing world of daily newspapers involved managing competing deadlines to file original and breaking print and online news for daily and weekly mastheads and sponsored magazines. I was promoted to the dual deputy and digital editor role, spearheading social media and online growth.

#### Key responsibilities:

- Crafting and scheduling social media posts.
- Managing the website, including live audience data monitoring.
- Writing breaking and original editorial for multiple publications.
- Working with advertising clients to create high quality advertorial.
- Designing and laying out print publications.

#### Key projects and achievements:

- Editing multiple weekly publications while contributing to daily print, digital and social media deadlines.
- Introducing a dedicated country-focused magazine insert to increase the newspaper's footprint in regional areas, resulting in a 12% increase in overall subscriptions in FY14 and a greater reflection and representation of our regional audience.
- Increasing the daily publication's web and social media engagement rate by 65% during my time as digital editor.