



Beth Farrar

CONTACT ME

✉ beth.farrar@gmail.com

ABOUT ME

I'm passionate about creating podcasts that are able to make people feel or learn something. I also have a particular interest in responsible mental health journalism.

When I'm not working you can find me reading anything I can get my hands on, or knitting myself out of a mountain of wool with my two cats.

SKILLS

- 8+ years of producing professional level audio content
- Can confidently use Adobe Audition, Premier, InDesign, Photoshop, Encoder and Illustrator, WordPress, as well as Microsoft Office.
- Excellent knowledge of using analytics, social media & SEO's to help aid content
- Strong ability to balance competing projects & organise my own schedule.

➤ EXPERIENCE

KOOTH PLC

Online mental health company

AUDIO-VISUAL CONTENT LEAD

2021-2023

- I launched, grew, and maintained our company's audio and visual content. Our team was constantly looking for ways to create accessible, engaging, supportive and educational content to help support people's mental health & wellbeing.
- I was in charge of launching our company's podcast channel, and coming up with topic ideas in keeping with our audience. I planned topics for each month, organised those participating, and fully produced each episode.
- I developed and delivered multiple training sessions both internally to our team, and externally with our community podcasters.
- I have also designed new video content that involves personalised guided meditations, video diaries, advice from mental health professionals.

CONTENT CREATOR

2019-2021

- I was involved in the creation of ideas along with the research of articles, writing, as well as the editing & posting on a CMS.
- As part of a team we created articles that were clinically safe for a wide range of audiences.
- I was part of working groups to build the diversity of not just our audiences but also people creating our content.

➤ EDUCATION

MA JOURNALISM & MULTIMEDIA COMMUNICATIONS

2017-2018

- Learnt the importance of metrics and analytics, as well as how to properly use and implement them.
- Created a radio documentary on 'Men & Mental Health'
- Co-hosted breakfast show on Radio Sonar

BA (HONS) JOURNALISM

2014-2017

- Gained multimedia journalism skills and received 2:1's or above in all my practical units.
- Created a radio documentary investigating male victims of sexual assault from female perpetrators.