

# Benedetta Doro

## CONTACT

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## EDUCATION

2020 – 2021  
Master of Arts:  
Publishing  
City, University of  
London  
2017 – 2020  
Bachelor of Arts:  
Journalism  
City, University of  
London

## LANGUAGES

English   
Italian   
Spanish   
Swedish   
Finnish 

## SOFTWARE

Word   
Excel   
Photoshop   
InDesign   
PremierePro 

## SKILLS

- Project management
- Internal and external communication
- Social media management
- Research
- Revenue analysis
- Data analysis
- Market research

An adaptable, hard-working and reliable professional with several years' experience in the journalism and publishing industry. Possesses excellent communication and interpersonal skills; with the ability to build, develop and maintain high-quality relationships with colleagues, clients and customers. Good problem solving and negotiation skills, and enjoys working with creative and innovative environments. Experienced in writing and editing. Can work in busy and fast-paced settings, both with a team and independently. Holds a passion for bringing peoples stories to life. Now seeking to transfer skills and experience into a new role, preferably in publishing, communications and PR.

## WORK EXPERIENCE

*Taylor & Francis | Oxford | 2023 – 2024*

### **PUBLISHING EXECUTIVE (LICENSING)**

In charge of analysing journal portfolios and researching new business opportunities to drive revenue.

- Built strong relationships with new and existing partners to increase revenue and exposure through regular meetings and emails.
- Produced extensive research on potential partners with short deadlines to secure deals.
- Worked on automating payments to facilitate internal operations
- Efficiently liaised with editorial to provide essential financial licensing information for journal acquisitions

*British Medical Journal | London | 2022 – 2023*

### **PUBLISHING ASSISTANT(RIGHTS & LICENSING MATERNITY COVER)**

In charge of maximising revenue from third party licensing through the legal and ethical reuse of BMJ content by managing licensing processes and permission services.

- Exceeded revenue goals by liaising with internal and external stakeholders including 3rd party publishers, licensing companies and service providers
- In charge of BMJ global local editions, ensuring compliance with the rights granted
- Managed permissions agreements and coached authors, customers as well as internal staff on copyright knowledge and represented BMJ at the London Book Fair.
- Swiftly took over the executive role and maximised revenue from third party licensing ensuring compliance with the rights granted by identifying and tracking journal performance statistics and compiling analytical report.

*WM People | London | 2021*

### **EDITORIAL ASSISTANT**

Responsible for providing content for the websites workingmums.co.uk and workingwise.co.uk while responding to the editor-in-chief.

- Organic material determined area of emphasis, and wrote articles according to prescribed editorial style and format standards.
- Pitched and delivered a demanding number of articles per week while respecting strict deadlines.
- Worked with graphic artists, marketing team members and other specialists to produce captivating and successful content and events.
- Presented detailed plans on modernising processes to produce work more efficiently.

*Trigger Publishing Company | London | 2021*

### **PUBLISHING HOUSE INTERN**

Four-week internship in an independent publishing house, responsible for helping the marketing and editorial team with editing and content creation for the website and social media pages.

- Produced press releases, AI sheets and blog posts to enrich the company's website.
- Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.
- Recommended children's book flat plan changes to make materials more accessible and improve presentation.

*Carrot Magazine | London | 2019-2021*

### **EDITOR-IN-CHIEF**

Voluntary role, responsible for the website social media pages of City, University of London online students magazine.carotnetwork.co.uk

- Grew the magazine's readership by determining readiness of written pieces, making changes and approving final versions for publication with SEO and SMO in mind.
- Reduced inconsistencies, and increased content and developed a stronger University Publication fostering reliability, transparency and fairness.
- Oversaw, trained and motivated writers to optimise production and quality of work.