

Work placement - All About the Story

All About the Story is a new blog site in the process of being launched by top Yorkshire blogger Lyndsey Thomas. Currently, All About the Story is in the process of launching with a new website and the recruitment for new writers across the country. It is a unique and personal online platform for women to write on their own blog whilst not having to deal with all the boring stuff like layout, posting and scheduling. The Instagram account for the new site is @girlaboutblogsquad.

I went to work with Lyndsey both because I am interested in her blog and her own personal brand as I begin to develop mine. I was also aware of the new launch that is in the planning and was sure that my organisational skills would be able to contribute to this.

When I worked with her, I developed my communication skills, research skills and creative skills. I helped her organise the launch party for the brand, I scripted a Facebook Live video for her to film for her followers to explain about the launch, I attended numerous meetings in which I took notes for Lyndsey, and I created a brainstorm for visual effect, of all the ideas for the brand.