



Mara Budgen

JOURNALIST, EDITOR & CONTENT CREATOR

Details

CITY **Tokyo, Japan**

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EMAIL mara.budgen@gmail.com

NATIONALITY **IT/GB**

DATE OF BIRTH **11/05/1991**

Skills

COMMUNICATIONS

Editorial Management & Strategy

Content Development & Writing

Editing & Proofreading

Copywriting

Social Media Management

Community Management

News & Trends Analysis

Search Engine Optimisation

Video Journalism (incl. live)

Video Format Development

Video Writing, Filming, Production

GENERAL

Team Leadership & Teamwork

Project Design & Management

Analysis & Problem-Solving

Independence

Working Under Pressure

Time Management

Precision & Attention to Detail

TOOLS

Google Analytics & AdWords

Facebook & Instagram Insights

Socialbakers

Wordpress

Adobe Photoshop & Premiere
(basic)

Salesforce

Profile

Journalist, Editor and Content Creator specialised in sustainable development with extensive experience in editorial and social media strategy and management. Holds an MPhil in Development Studies from the University of Cambridge and a BA in Politics from SOAS. Member of the Italian Order of Journalists and Foreign Correspondents' Club of Japan.

Employment History

Freelance Journalist, Editor & Content Creator

Sep 2019 – Present, Tokyo (JP)

Asia-Pacific Correspondent at LifeGate

- Covering current affairs, the economy, society, and sustainability.
- Responsible for [Tokyo 2020 Games](#) coverage including writing, producing, and presenting videos for Toyota Motor Italia's social media platforms.

Contributing Writer at The Japan Times

- Pitching & writing long form articles on socio-environmental topics, including [Ainu issues](#), [plastic alternatives](#) and [Fukushima's agriculture](#).
- Regular guest on The Japan Times' [Deep Dive](#) podcast.

Video & social media content creator

- Writing, filming, presenting, and producing videos, including an [Instagram series](#) on Asian affairs and documentary about Ethiopia's [Omo Valley](#).

Project Coordinator, The Worldfolio

Oct 2021 – May 2022, Tokyo (JP)

- Presenting and selling advertising packages in Newsweek International Magazine to Japanese companies seeking international exposure. USD 255,000 worth of contracts signed.
- Line managing five people: two employees and three freelancers.
- Managing clients throughout the publication process, including liaising with journalists and designers to produce half-page and full-page advertorials in Newsweek International Magazine. 16 clients managed in total.
- Writing editorial outlines and media kits to present market intelligence reports on specific sectors of the Japanese economy to companies. Most recent report on sustainability, focusing on recycling and energy sectors.
- Editing and proofreading interviews and articles for Newsweek International Magazine and TheWorldfolio.com.

Social Media Officer, Tokyo 2020 Paralympic Games

Jul 2021 – Aug 2021, Tokyo (JP)

- Writing posts for official Tokyo 2020 Twitter account.
- Covering Paralympics opening and closing ceremonies in real time.
- Monitoring all sporting events and posting results in real time.
- Coordinating with Tokyo 2020 editorial staff to promote Tokyo2020.com articles on Twitter.
- Increasing engagement by creating posts on compelling athletes' stories and visual narratives and writing witty and inspiring copy.
- Monitoring audience metrics.
- Moderating and replying to comments.

Languages

English NATIVE

Italian NATIVE

Spanish FLUENT

Japanese LOWER INTERMEDIATE

French BASIC

Hobbies

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

Links

[Portfolio](#)

[LinkedIn](#)

[Instagram](#)

Head International Editor, LifeGate

Feb 2015 – Sep 2019, Milan (IT)

- Editor-in-Chief of LifeGate.com since its founding and Deputy Chief Editor of LifeGate.it: total of 36 million views and 15 million users annually. Oversaw growth of LifeGate.com to 12 million views in over 150 countries.
- Supervised creation of LifeGate.com and subsequent relaunch, including improving SEO performance through editorial and technical adjustments.
- Line managing two staff journalists and 15 freelancers working worldwide.
- Commissioning, editing, and fact-checking SEO-optimised articles.
- Managing social media content in English and global Facebook page, including creating formats, copywriting, and monitoring audience metrics.
- Developing multimedia storytelling formats in English and Italian as editor and content creator: articles, long forms, videos, photo features, podcasts.
- Writing articles (news, features, long forms).
- Responsible for developing video content including creating new [video formats](#) and writing, presenting, and producing live and non-live videos.
- Live coverage, including on social media, of events such as UN COPs.
- Working with Sales, Communications and Consulting teams to develop digital B2C communication projects and strategies.

Education

Master of Philosophy in Development Studies, University of Cambridge

Sep 2013 – July 2014, Cambridge (UK)

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

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

Sep 2009 – July 2012, London (UK)

- Critical approach to politics of Global South.
- Modules: International Relations, Political Theory, Politics of China, Politics of Southeast Asia, Politics of the Middle East.
- Grade: First Class Honours.

International Baccalaureate, International School of Milan

Sep 2005 – Jun 2009, Milan (IT)

- Subjects: English, Italian, History, Art, Maths, Biology.
- Grade: 42/45.

Volunteering Experience

Blogger, Ruby Cup

Feb 2013 – Jul 2013, Remote

English Teacher, Salvation Centre Cambodia

Jun 2011 – Aug 2011, Phnom Penh (KH)

Courses

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

Jul 2015 – Aug 2015, Milan (IT)