



JESSICA WHITE

A FEW SIMPLE WORDS

Human beings are curious creatures. We love to ask questions, and there is one we all have in common- "What will you be when you grow up?" When I was a little girl, I was caught between becoming a ballerina and becoming the president. Fortunately, I have managed to whittle it down since then. I want to produce media.

I always thought that finding the answer was the hard part, but life has a wicked sense of humour. There is a follow-up question - "What kind of media producer do you want to be?" I tried to get away with answering, "A good one", but when the question is worth a lifetime of marks, one-liners (clever as they may be) will not cut it. Finding myself was taking too long, so I decided to create myself. I realised that to get a real chance to live the career I have dreamed of I needed a full skills basket - and this is what has motivated me to systematically accumulate photography, videography, writing & editing and audio production skills. I now dream in Photoshop, agonise over Oxford commas and can no longer look at a pamphlet without mentally redesigning it.

In my final year of university, I did something entirely out of my comfort zone. I left the Writing class, and joined Multimedia. I was overwhelmed by the challenge the course presented me, and so I worked harder and for longer than anyone else in the class did. I learnt how to use software that I could not pronounce before I started, and when the final submission for our websites came, I received the highest mark in my class. However, the course taught me more than that. I learnt that the challenges that scare us are the ones that change us. Truth be told, I am competitive. I am known for working relentlessly (some have remarked obsessively) to generate output fast. I love to be the best, so I will not compromise on quality en route.

I have loved studying, and Rhodes has been a special chapter in the story of my life. It is incredible to think about how much a person can grow in the space of five years. My lecturers and mentors taught me how to become a critical thinker. I taught myself how to manage time well, how to balance a social life with a considerable workload, and how to be open to criticism (as a journalist, you get a lot of that). My personal growth took place within and beyond the walls of the Journalism Department.



I graduated with a Bachelor of Journalism, Distinction, a member of the Golden Key Society, on the Deans List for Academic Merit, and with full Academic Colours. In recognition of my hard work and achievements, I was offered the OSISA Scholarship for Future Media Leaders and went on to obtain a Diploma in Media Management, graduating Cum Laude.

I did not slow down in my final year at Rhodes. Upon learning that I would be returning to the university, my supervisor from the Multimedia Course offered me the position as the Broadcast Lecturer Assistant.

I did not have an extensive background in Broadcast, and was offered the job based on my reputation to rise to a challenge, my organisation skills, and my passion for the field of media production in its entirety. Marking exams, dealing with student issues, providing a listening ear and unwavering support to both the professors and students sparked my growth as a leader and a professional. I will always be grateful for the opportunity that gave me so many skills, all of which have been transferable into other arenas of my life.

While working as an Assistant Lecturer, I continued my freelance work for Wild Horizons, Bushtracks Africa, and The Victoria Falls Travel Guide. I was also an Indoor Cycling Instructor at the Rhodes University Gym. My Post Graduate course stipulated that we complete a month-long internship at an agency of our choosing. During our vacation period, I went to The Brand Collective in Durban, a small yet dynamic company that specialises in Brand Management and Marketing.

TBC was my first introduction to the realities of the career I want to pursue. I remember feeling overwhelmed when I walked into the office on my first day. Having dedicated so many years to this field of work, it was time to find out if it was the right fit after all. That afternoon, I had my answer. From copy editing, creating website wire frames, shadowing meetings and learning how to use Photoshop, I was in my element. On day three, Natalie Weeden, the CEO, offered me a job for the following year. I continued to freelance for The Brand Collective for the remainder of 2018, but subsequently chose not to relocate to Durban. I am still on good terms with the TBC Team, and lend a hand whenever they may need it.

As I reach the conclusion of this Cover Letter, having reminisced on a handful of the amazing opportunities I have been fortunate enough to have, I feel privileged. I also know that these wouldn't have been options without my input and dedication. I am a highly motivated and ambitious woman, and I believe awareness is essential. I am eager to challenge myself professionally and personally while making a name for myself in the marketing industry. I will prove myself to be an investment you will never regret.

Yours Sincerely,

Jessica White