

JESSICA WHITE

STORYTELLING AND CONTENT STRATEGIST

I am an ambitious Journalism Graduate with over three years of freelance experience for various organisations in the Travel and Tourism Sector. I specialise in writing and editing, with a background in Multimedia and Media Management



SPECIALIZATIONS

- Content Creation
- Brand Management
- Branded Storytelling
- Editorial Development
- Social Media Strategy
- Web Content Management

EDUCATION

Rhodes University

BACHELOR OF JOURNALISM MAJORING IN JOURNALISM AND PSYCHOLOGY

- I completed my BJourn and graduated with distinction in 2018.
- I was a member of the Golden Key Society
- I was awarded Academic Colours
- I was placed on the Deans List for Academic Merit

Rhodes University

DIPLOMA IN MARKETING & MEDIA MANAGEMENT

- I was awarded the OSISA Scholarship for Future Media Leaders in 2019
- Covered eight modules and passed each with distinction
- I was awarded Academic Colors
- I was placed on the Deans List for Academic Merit
- I graduated with cum laude and first in my class

CONTACT INFORMATION

 493 Acacia Cresent, Victoria Falls, Zimbabwe

 jess@wildhorizons.co.zw
jessvicfalls@gmail.com

 +263 778 422 308

MY FUTURE

I would love to be part of a team with a global vision, where I can learn and extend my professional skill set on brand and content management.

CORPORATE SOCIAL RESPONSIBILITY

This year, I played a large part in the development of the Wild Horizons Corporate Social Responsibility Program, overseeing the creation and implementation of their social responsibility objectives. This included researching and writing about the company's many CSR projects, designing the online PDF document, and campaign management. I was involved with the Plastic Free Campaign, and the campaign to restore and renovate CHOOGM Park.

WORK EXPERIENCE

Rhodes University

JOURNALISM 2 LECTURER ASSISTANT

From a large group of competitive candidates, I was selected to be the Journalism Media Studies Second Year Teaching Assistant.

I provided support to the professor by completing tasks such as: holding office hours, programming exams and assignments, updating records, attending instructor lectures, and maintaining the confidentiality of their files.

I managed and provided support to the 56 students in the class by facilitating discussions on the field of broadcast communication, solving problems and addressing student's grievances. I also created weekly lesson plans and activities, and motivated students to achieve their personal goals.

Rhodes University

PSYCHOLOGY AND JOURNALISM TUTOR

The university employed me as a First Year Journalism Tutor and a Second Year Psychology Tutor to assist students in their coursework, monitor progress and improve their journalistic/psychology capabilities.

My responsibilities included determining student strengths and weaknesses, teaching students learning strategies, reviewing content with them, and checking completed work.

I marked their weekly assignments and helped to select those who would be admitted into the Second Year of Journalism Studies.

The skills I demonstrated included the ability to lead, patience and perseverance, good communication and interpersonal skills, record-keeping, and being able to motivate students. I thoroughly enjoyed tutoring, and I have kept in touch with many of my students as they progress through their university careers.

Freelance Copy Writer and Editor

WILD HORIZONS, THE BRAND COLLECTIVE, BUSHTRACKS AFRICA, THE VICTORIA FALLS TRAVEL GUIDE

I am extremely passionate about travel and tourism, and as a freelance writer for three major tourism companies based in Victoria Falls, I was responsible for collaborating with travel publications, developing original content ideas, submitting weekly blog posts, updating website content, writing press releases, and managing their social media presence.

The workload was intense, but I believe that my interest in travel, knowledge of the area, creativity, excellent writing skills and time management skills flourished during that time. Several of the blogs I wrote for these travel companies were published in Africa geographic.

After completing an internship at The Brand Collective in Durban, I was asked to continue working for the company as a freelance copywriter. I received between 12 and 15 articles per month to copy edit. My most notable achievement at this time was the Kopanang project. I wrote the website content for a community of women living with HIV/AIDs in Johannesburg, creating and selling craft products to create a brighter future for themselves and their children. It was a challenging but immensely rewarding responsibility.

WHERE AM I NOW?

I currently work for Wild Horizons, the largest travel and tourism organisation in Victoria Falls. I manage their social media platforms, create newsletters, manage CSR initiatives, write blog posts and manage their website content.

