

SHANA-KAY RANKINE

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www.linkedin.com/in/shanakayrankine588

Kingston, Jamaica |

Profile

Communications specialist and trained media practitioner proficient in the art of public speaking, and content creation.

Education

University of Technology, Jamaica - 2020

| **Bachelor of Arts: Communications & Technology**

Employment History

Producer, Voice Actress and Presenter,

CVM Television LTD.

Dec 2021 - Present

- Responsible for producing several segments weekly including :
 - **Entertainment Live**
 - **E-Live Extended**
 - **Friday Night Live**
 - **Lifestyle & Entertainment and the Social Media Round-up** daily for our 7pm news cast
 - **Sunrise Entertainment segments** daily for our morning show.
- Researching and developing original content including special projects and fillers
 - **She Inspires**
 - **Heartbeat of Reggae**
 - **Kids Talk**
- Collaborating with other members of the production team to ensure that everything runs smoothly
- Provided voiceovers for promotional materials and advisories on the channel

Freelance Writer

February 2015 - 2021

- Created and maintained a personal blog (www.rivermumablogs.wordpress.com) highlighting topical issues within the country
- Drafted AV Script proposals for the University of Technology's Communications Department
- Conducts advance research and compiles findings as an Academic Research Writer for local and international clients (upwork.com)

Social Media Coordinator

Jan 2019 – March 2020

Kingston Creatives JM

- Collaborated with the social media team to write copies for various social media campaigns promoted across all platforms
- Drafted monthly reports using Google Analytics, Facebook Insights and Twitter Analytics
- Created monthly content calendars to highlight the plans for future social media postings.

Digital Media Specialist (Intern)

Jan 2019 – June 2019

Live Well Jamaica

- Arranged and conducted interviews for the "Our Stories" column on the "LiveWell Jamaica" website.
- Assisted with drafting social media content calendars and content creation for the company's social media platforms.
- Produced episodes of "The Math Club" on Roots 96 FM

© Publications

Self-Published Author

2019

"Lane 72: A Community's Story in Poetry and Prose"

Portfolio

<https://shanakayrankine588.journoportfolio.com/>

📖 References

Rohan Daley

V.P of News, CVM Television

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Cameka McCrae

Media Consultant

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