

Stephanie Koathes

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I'm a copywriter with over five years of experience. I believe in the power of words and storytelling to deliver effective advertising campaigns that connect with audiences. Teamwork is everything and I know how to collaborate with a global remote team and get excellent work done in a fast-paced environment. I'm an idea factory. I love ideating innovative ways to communicate the story a client wants to tell. I'm also a native English language speaker with editing and proofreading experience and a keen eye for detail to keep poor grammar and spelling at bay.

PROFESSIONAL EXPERIENCE

Lead Copywriter / Yello Media Group

June 2021 – present

- Campaign ideation and conceptualisation of advertising messaging based on client briefs and input from the creative director.
- Develop engaging copy that is in line with the brand's tone and personality for use across mediums including radio and TV scripts, website content, performance marketing campaigns, social media, landing pages, email campaigns, and out-of-home advertising.
- Adept at writing in multiple voices and styles, tailoring my approach to each brand and target audience, and always ensuring that I adhere to all brand guidelines provided. I have done copywriting for a variety of industries including tourism, banking, real estate and automotive.
- Work closely with the creative director, performance marketing experts, and designers to ensure quality control and produce the most effective and powerful ad creatives for the client.
- Track projects and collaboration using Asana.
- After assuming the lead copywriter role in June 2021, improved ad creatives in 2022 contributed to a 200% increase in revenue for a major tourism client over the preceding year.

Copywriter / Freelance

December 2015 – present

- Article writing for a special magazine produced by the Scientific Research Council of Jamaica, profiling exemplary female scientists. *May 2022*
- Copywriting for American destination marketing firm Beautiful Destination for their client, the Jamaica Tourism Board (JTB), including radio and video scripts, display advertising, social media, out-of-home advertising, and print. I collaborated closely with the art director during the entire creative production process to ensure client satisfaction. I produced copy quickly in keeping with the fast-paced environment and ad hoc requests from the client with tight deadlines which required excellent time management. I helped to craft the tone of voice and all copy for JTB campaigns. As a freelance copywriter during BD's tenure with JTB, I was instrumental in helping the agency produce work that was more in keeping with the culture of the client. *January 2021 to October 2021*
- Content writing of trade magazine for J Wray and Nephew (Campari Group company). Provided all the written content for the magazine. *August 2020*
- Copywriting brand summaries for seven of Campari's key Jamaican brands for strategic communication purposes. This required distilling several pages of internal marketing material into easily readable one-page documents. *October 2019*

- Website copywriting for the relaunch of the Joy Spence Appleton Estate Rum Experience (owned by Campari Group) ensuring strict adherence to the client brief and brand guidelines. Creative copywriting for all print advertising materials promoting the launch. *January 2018*
- Content writing for national print advertising campaigns for J Wray & Nephew (owned by Campari Group). *May 16 to September 2016*
- Copywriting for Trend Media Group's "Loop's Xmas Guide" and "Samsung Xmas Guide" online advertising campaign, featuring prominent Jamaican and Caribbean brands. *December 2015*

Digital Content Production Specialist / Yello Media Group October 2020 – July 2021

- Content strategy and content management for the company blog, which required utilising Drupal content management system (CMS), as well as social media management for a new business subsidiary, Imagine Digital.
- Copywriting for performance marketing ads and social media marketing, landing pages, emailers, and video scripts.
- Editing and proofreading articles ensuring the accuracy of facts, as well as correct English spelling and grammar and adherence to the in-house style guide I developed.
- Community management of Imagine Digital social media channels.

Content Features Writer / Yello Media Group July 2017 – October 2020

- Content writing of B2C articles for the company website. I wrote articles for several Caribbean markets, ensuring that articles were culturally appropriate for each.
- Responsible for uploading content using WordPress content management system (CMS).
- Copywriting for landing pages and performance marketing advertising as requested.
- Ensuring that all articles were optimised for search engine optimisation (SEO). During my time in this position, I produced seven of the top 20 most-viewed blog posts with one article landing in Google's snippet view.
- Building and maintaining a network of contacts across markets.

Lifestyle Coordinator / Loop News (Digicel) August 2014 – November 2015

- Content writing and content management using WordPress CMS for the lifestyle section of Loop Jamaica.
- Sourcing trending stories and topics on social media to create relevant and engaging content.
- Editing and proofreading submissions by freelancers to ensure factual accuracy, clear English, proper grammar, and spelling.

EDUCATION

Bachelor of Arts (BA) in Literature / University of the West Indies, Jamaica 2011
(First-class honours)