

Stephanie Koathes

Writer | Content Marketing Enthusiast | Editor

About Me

Content creator with six years of experience in developing content for the digital space, copywriting, editing, and social media management. Enthusiastic about analytics, content marketing and digital and social media marketing. I'm committed to being a dynamic, innovative team member supporting with digital and social strategy execution.

Contact

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EDUCATION

University of the West Indies – Mona
Campus (2008 – 2011)

Bachelor of Arts – English Literature (*First Class Honours*)

PROFESSIONAL CERTIFICATIONS

- Hubspot Social Media and Content Marketing Certifications
- Google Analytics Basics Certified
- Digital Video Production Certificate (iCreate Institute)
- Proofreading and Editing Level 4 Diploma (College of Media and Publishing UK Online)

EXPERIENCE

Yello Media Group / Imagine Digital – Digital Content
Production Specialist | *December 2020 – present*

- Responsible for preparing content strategy framework and content calendar for company blog and social media channels for new business subsidiary – Imagine Digital.
- Managing Imagine Digital social media channels – LinkedIn, Facebook, and Instagram.
- Researching and maintaining a bank of content topics that align with Imagine Digital's core content pillars.
- Assigning team members digital-focused B2B blog topics for both Imagine Digital and Find Yello, copy-editing blog posts, and uploading to the CMS.
- Writing B2B blog content for Imagine Digital.
- Creating content to assist the marketing efforts across territories, for example eBooks.
- Copywriting for display ads, landing pages, etc. as needed.
- Providing Google Analytics reports for Imagine Digital website and Find Yello.

Yello Media Group – Content Features Writer | *July 2017 – Oct 2020*

- Implemented detailed monthly Google Analytics reporting to analyse and track performance of blog content on Find Yello based on key metrics, as well as provide data-driven insights and solutions. Prior to my implementation of Google Analytics reporting, there was no similarly detailed analysis being conducted.
- Managing eight Yello-owned Facebook channels. This involves using Sprout Social and Creator Studio to make posts in adherence to the social media marketing content calendar as well as responding to likes, comments, and messages. Using Facebook insights to find solutions to drive engagement organically.

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Summary of core skills

- Talented writer able to write anything and make it engaging
- Knowledge of Google Analytics as well as SEO best practices
- Certified editor and proofreader
- WordPress
- Social media management in multinational setting.
- Basic videography
- Content marketing

- Supporting the digital marketing team with various executions and campaigns. For instance, co-hosting a short web-series "Par Wid Wi" produced in conjunction between the Jamaica Food and Drink Festival and Yello Jamaica in 2018. Assisting with copy both in the form of articles supporting marketing or product initiatives as well as campaign copy for landing pages and display ads as needed.
- Monitoring data and trends to create relevant, engaging, SEO optimised B2C content as well as B2B articles as part of content marketing strategy to build brand awareness, trust, and position Yello as a thought-leader. Successfully improved page views and Facebook click-through rate with highly shareable content contributing seven of the top 20 most viewed blog posts since 2018.
- Ensuring that blog posts are well-optimised for SEO including proper backlinking, use of keywords, keyword research, alt text, formatting etc.
- Part of the production team for the annual directories in each market tasked with writing, editing, and proofreading content for the Community Pages.
- Assigned as lead content writer responsible for producing and organising all editorial content for the Community Pages of Jamaica's 2020 directories.
- Copy-editing and proofreading of business profiles for customers listed on the Jamaica online Yello directory.
- Liaising with external teams for the production of creative content assets such as videos for social media.
- Writing SEO optimised content for client websites.
- Building and maintaining a network of contacts across markets.

Ministère de l'Éducation Nationale France – Assistant English Language Teacher at Lycée Alain Fournier, Bourges | *October 2016 – April 2017*

- Prepared stimulating lesson plans aimed at getting French students, ages 15-19, interested in speaking English.
- Responsible for general classroom management for small groups of students.

Freelance writer/editor – projects | *March 2015 – present*

- Copywriting of brand summaries of Campari's key Jamaican brands for strategic communication purposes (Wray & Nephew, Campari, Sangster's Jamaica Rum Cream, Charlie's JB Rum, and Coco Mania). This required distilling several pages of internal marketing material to easily readable one-page documents. *October 2019*
- Copywriting all promotional materials (website and printed) for the grand relaunch of the Joy Spence Appleton Estate Rum Experience owned by Campari Group. *January 2018*
- Content development for national advertorial campaigns for J. Wray & Nephew (a Gruppo Campari company) for print publication, as well as article writing. *May – September 2016*
- Writing well-researched, engaging, and SEO-friendly blog posts for Yello Media Group (formerly Global Directories) websites across the Caribbean (Jamaica, St Lucia, Aruba, Bonaire, Grenada, St Vincent and the Grenadines). *May – September 2016*

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Outside of Work Hours

- Avid reader with a weakness for Harry Potter, Harry Dresden and The Hitchhiker's Guide to the Galaxy
- Baker and major foodie
- French speaker
- Constantly dreaming up new stories
- Stationery enthusiast
- Loves kickboxing
- Proud member of Ravenclaw
- Cat lady

- Provided all advertorial content published in the Caribbean-wide digital campaign "Loop's Xmas Guide" for Trend Media Group, featuring prominent Jamaican and Caribbean brands. Also responsible for creating the page layout via the immersive content platform Shorthand. *December 2015*
- Content creation and digital story layout using Shorthand for the special "Samsung Xmas Guide" published across the Caribbean by Trend Media Group. *December 2015*
- Writing and copy-editing articles for Sleek magazine. *March 2015 – May 2016*

Loop News – Lifestyle Coordinator | *Aug 2014 – Nov 2015*

- Responsible for writing, editing and posting content to the lifestyle section of the Loop Jamaica website primarily, and other Loop Caribbean websites as required.
- Actively sourced trending stories and topics on social media in order to create the most relevant and engaging content.
- Maintained the Lifestyle section of the Loop websites across the Caribbean, ensuring that fresh content was uploaded daily, including on the weekends.
- Liaised with and copy edited, submissions by freelancers to maintain a high standard of quality for all content published.
- Made official Loop Jamaica social media posts on Facebook, Twitter, and Instagram which sometimes entailed live coverage of events.

Staff Writer

- Responsible for sourcing and writing news, lifestyle and other creative content as well as assisting with editing content and posting stories to the Loop Jamaica website.
- Posting global news to all Loop platforms (Jamaica, Trinidad, Cayman, St Lucia, Suriname).
- Integral member of the content team for the official Bob Marley 70th birthday coverage, providing both articles and live coverage on social media.

Ministère de l'Éducation Nationale France – Assistant English Language Teacher at Lycée Maurice Genevoix, Marignane | *October 2013 – April 2014*

- Prepared stimulating lesson plans aimed at getting French students, ages 15-19, interested in speaking English.
- Responsible for general classroom management for small groups of students.

The Jamaica Observer – Assistant Book Publications Editor | *November 2012 – June 2013*

- Copy-edited submissions for three educational supplements published weekly in the Jamaica Observer.
- Assisted with all areas of publication including overseeing printing and liaising with contributors to ensure both timely and high-quality submissions.
- Efficiently carried out a variety of necessary administrative duties.