



# Loren Watson

Dubai, UAE

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## PROFILE

Creative screenwriter and content producer with a strong background in digital media, podcast production, and SEO-driven content strategy, ready to meet the demands of media and content creation roles.

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## EDUCATION

**Open Window Institute** – Pretoria, South Africa

**BA in Film Arts: Screenwriting**

• *Award: Pangolin Award – Best Original Series Episode (2022)*

**Honours in Visual Communication: Screenwriting**

**CELTA Teaching Certificate** – Johannesburg, South Africa

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## WORK EXPERIENCE

**Wayond – Dubai, UAE**

**Scriptwriter & Content Producer** | January 2025 – December 2025

- Write SEO-optimized YouTube titles, thumbnail hooks, and descriptions to improve search visibility and audience retention.
- Research YouTube algorithm trends to inform content and publishing strategy.
- Write and produce documentary-style videos featuring professional Forex traders for the Wayond YouTube channel.
- Develop clear, structured scripts for the Wayond Forex Academy and coordinate production

workflows, showcasing my ability to manage multiple tasks efficiently.

- Draft production sheets and conduct in-depth guest research to support high-quality podcast interviews.
  - Coordinate on-location shoots, including sourcing, interviewing, and managing guest communication.
  - Write marketing copy for websites, email campaigns, and social media aligned with brand tone and goals.
  - Manage influencer and guest workflows using Monday.com and Google Sheets.
  - Support onboarding of creatives and collaborators following interviews.
  - Maintain professional, clear communication with guests and contribute to community engagement.
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## **Island Safari Lodge – Botswana (Remote)**

**Content Writer** | January 2023 – January 2025

- Wrote engaging, SEO-optimized articles promoting Maun, the Okavango Delta, and surrounding wildlife to attract ecotourists and safari travelers.
  - Conducted research on Botswana's ecosystems, wildlife, and cultural heritage to ensure accurate, informative content.
  - Produced blogs, destination guides, and travel insights highlighting the lodge's unique offerings.
  - Collaborated with marketing teams to align content with brand messaging and digital growth objectives.
  - Improved website visibility and organic traffic through strategic keyword use and targeted storytelling.
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## **International House – Johannesburg, South Africa**

**ESL Teacher** | November 2024

- Taught English to Elementary and Intermediate-level students in a fast-paced learning environment.
- Planned and delivered concise, effective lesson plans under tight time constraints.
- Conducted detailed grammar and vocabulary analysis to support clear explanations during lessons.
- Provided constructive feedback on speaking and writing to build student confidence and accuracy.
- Demonstrated strong rapport-building and classroom management skills.
- Balanced teaching responsibilities with intensive CELTA coursework.
- Developed clear, visually compelling board work and incorporated multimedia teaching aids.

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## Open Window Institute – Pretoria, South Africa

**Teaching Assistant (Screenwriting Department)** | February 2023 – November 2023

- Organised events and table reads for the Screenwriting Department.
  - Provided structured feedback and editing notes on student scripts.
  - Supported students through one-on-one meetings to refine and improve their screenplays.
  - Coordinated schedules between students and lecturers.
  - Managed submission workflows and uploaded academic materials to the department website.
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## SKILLS

Creative Writing • Scriptwriting • Documentary & Branded Content  
SEO Content Strategy • YouTube Optimization • Ad & Corporate Copywriting  
Production Coordination • Creative Development & Pitch Writing  
Monday.com • Google Sheets • Google Docs  
Multitasking • Clear Written & Verbal Communication

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*References available on request*