

# Chantel DaCosta

## Strategic Media & Content Specialist

Over six years of experience leading content strategy, corporate messaging, and audience engagement for regional and international organizations like Yello Media Group. Proven ability to develop and execute impactful communication campaigns, align messaging with organizational objectives, and build stakeholder trust. Skilled in managing cross-functional teams to drive measurable improvements in brand visibility, client retention, and strategic outreach.

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## PROFESSIONAL EXPERIENCE

### Editor - Content Strategy

#### Yello Media Group

2020 - Present

Kingston, Jamaica

*Find Yello online directory and print directories, elevating the brand's presence across the Caribbean and the Channel Islands.*

*Key Contributions:*

- Led a content team, ensuring alignment with corporate messaging and producing high-quality materials that engaged target audiences.
- Established and maintained editorial standards to reinforce consistent brand voice and strategic communication goals.
- Directed SEO-focused content development, optimizing client websites to improve engagement and retention.
- Set and exceeded performance targets, driving team success and contributing to business growth through effective communication strategies.

### Senior Writer

#### Yello Media Group

2017 - 2020

*Led content creation to strengthen Yello Media Group's brand messaging, ensuring alignment with business goals and maintaining high editorial standards.*

*Key Contributions:*

- Managed the production of diverse communication materials, ensuring alignment with company goals and consistent messaging across various platforms.
- Delivered high-quality content through strategic proofreading and copyediting, maintaining editorial excellence and adherence to brand guidelines.
- Mentored and managed a team of writers, aligning their work with corporate objectives and driving professional development to ensure consistent content quality.

### Staff Writer

#### Antillean Media Group

2016 - 2017

Bridgetown, Barbados

*Contributed to editorial strategy by pitching compelling narratives aligned with communication goals, enhancing the content portfolio.*

*Key Contributions:*

- Produced engaging content that reinforced the publication's voice, thematic consistency, and brand identity.
- Collaborated with cross-functional teams to integrate written content with visuals, ensuring cohesive messaging and optimizing the reader experience.

## EDUCATION

### BA. History and Philosophy

#### University of the West Indies, Mona

2008

Kingston, Jamaica

## ORGANIZATIONS

CIEP Chartered Institute of Editing and Proofreading

Member (Present)

## SKILLS & TOOLKIT

Corporate Communications Strategy

Brand Messaging

Copywriting

Stakeholder Engagement

Delegation

Editorial Project Management

Public Relations Campaigns

Internal Communications

Multimedia Production

Advertisement

Collaboration

Proofreading

Design Production

Inclusivity

Project Management

Content Strategy & Planning

Page Layout Design

Site-Wide Content Management

Editorial Leadership

Copy-editing

Cultural Awareness

Blog Management

Storytelling

SEO Understanding

Research & Analysis

## CERTIFICATES

Editing Digital Content

*The Chartered Institute of Editing and Proofreading (2020)*

Management and Leadership

*FutureLearn (2017)*

Diploma - Editing and Proofreading

*College of Media & Publishing (2017)*

## PROFESSIONAL EXPERIENCE

### Research & Content Writer

#### Jamaica Information Service

2013 - 2016

Kingston, Jamaica

*Key Contributions:*

- Developed and aligned content with strategic communication goals to enhance public awareness of government policies and programs, supporting the Jamaica Information Service's mandate to inform and engage the public.

### Editorial Assistant

#### King Street Journal

2011 - 2013

*Supported corporate communication efforts by coordinating editorial tasks, managing timelines, and ensuring the editorial team met publication deadlines to maintain consistent and timely content delivery.*

*Key Contributions:*

- Managed content acquisition by drafting and distributing calls for submissions, fostering strong relationships with contributors to ensure alignment with communication strategies.
- Developed and executed marketing and communications plans to enhance publication visibility, drive audience engagement, and support overall brand messaging.