



# ALICEA JAMES

WRITER

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## LINKS

Writing Portolio:  
<https://aliceaj105.journoportfolio.com/>

LinkedIn Profile :  
<https://www.linkedin.com/in/aliceajames/>

## ABOUT ME

*Prolific writer bringing over 15 years of experience in writing, editing and communication skills. Looking for dynamic, growth-oriented position.*

## REFERENCES

**KEISHA ANN SLEIGHT**  
Jamaica Social Investment Fund (JSIF)  
T: 876-276-8390  
E: keisha.sleight@gmail.com

**LATOYA WEST BLACKWOOD**  
iPublish Consultancy  
T: 876-822-2723  
E: nzinga18@gmail.com

## LANGUAGES

ENGLISH

## WORK EXPERIENCE

**MONSTERS AND CRITICS**  
Feb 2020 - Present

### Senior Writer -Reality TV

**PELICAN PUBLISHERS LTD**  
Kingston  
Dec 2016 - Nov 2019

### Managing Editor- Magazine Department

I oversee and ensure the timely production of all internal and external publications magazines and related products, More specifically I am responsible for :

- Organizing the production schedule and editorial calendar for all publications
- Planning and execute the yearly production of Ido Jamaica Magazine- the official magazine of the Jamaica Bridal Expo- for the past 5 years.
- Planning and execute the montly production of J Wray and Nephew's monthly company newsletter.
- Writing, and editing articles for external publications.
- Conducting interviews to create content for publications.
- Supervising team of editors, writers, graphic designers and sales team to ensure cohesive and timely production of each project.
- Pitching content ideas for each new publication.
- Commissioning stories and images for publications

**PELICAN PUBLISHERS LTD**  
Kingston 10  
May 2012 - Jan 2017

### Editor

My main role was to ensure that all books and related material produced in-house were well-written, grammatically correct, and error free in all aspects.

### Core Responsibilities

- Ensuring that all content by internal and external clients adheres to the company's publishing style, and editorial policy.
- Resolving queries directed to the company from current and potential authors/clients.
- Helping to develop story and content ideas of all projects undertaken by the company.
- Reading, evaluating and editing manuscripts and other materials submitted for publication.
- Networking at events and raising the profile of the company.
- Planning and organizing book launches and other related events

**UPWORK**  
Jan 2008 - Present

### Freelance writer

I am a top- rated freelance writer and editor at Upwork with a vast clientele. My projects range from writing blogs, eBooks, articles, magazines, and company manuals, etc.

**RIVAL BRANDS**  
Jan 2018

### Website Content Writer

I was responsible for planning, creating and uploading information to (6) websites related to beauty, health, nails, DIY, and food via WordPress.

I led a team of writers who were each responsible for sending in content and images related to their specified genre; my main role was to edit content for flow, and accuracy.

My editorial duties also included:

- Image editing,
- Insertion of necessary headings, titles, HTML codes and website links,
- Scheduling content for publication

**PELICAN PUBLISHERS**  
Jan 2017 - Jan 2018

### Social Media & Digital Sales Executive

I was responsible for managing the company's online presence , which included managing online campaigns, increasing visibility and increasing customer/ client engagement.

### CORE RESPONSIBILITIES:

- Managing all social media channels such as Facebook, Twitter, Pinterest, and Instagram.
- Developing a social media strategy and set goals to increase brand awareness and increase engagement.
- Creating engaging multimedia content such as videos, and/or outsource this effectively.
- Manage and facilitate social media communities by responding to social media posts and developing discussions.

**SPEEDLANCER**  
Jan 2017 - Present

### Freelance Writer

I'm hired by different clients and companies to write a range of different content for their websites, manuals, newsletters, books etc.

**RJR NEWS**  
Kingston  
Jun 2011 - Apr 2012

### Intern/ Junior Reporter 2011

Co-producer for the flagship five O'clock news, headline news, and wrote local, regional and international stories for the bulletin.

- Conducted interviews
- Edited audio clips for the newscast.
- Pitched ideas for the discussion segment of Beyond the Headlines
- Called and booked guests
- Produced a weekly vox pop segment
- Acted as Assistant Producer for the live broadcast of the PNP conference 2011.

## EDUCATION

**NORTHERN CARIBBEAN UNIVERSITY**  
Manchester  
2012

### Bachelor of Arts

- Bachelors- Mass Communication
- Honor's Society 2009-2012
- Dean's List Honoree 2009-2012

**CARIMAC**  
2013

- Certifications- Proofreading and Copyediting

## SKILLS

WRITING

EDITING

COMMUNICATIONS

TEAM MANAGEMENT

## COURSES

**CARIMAC,UWI MONA**  
Mar 2013

### Proofreading and Copyediting

**SHAW ACADEMY**  
Dec 2019 - Dec 2020

### Social Media Marketing- Professional Diploma

**EDX FOR BUSINESS**  
Dec 2019 - Aug 2020

### Project Management for Development