

Michelle Jokweni

Growth-oriented Content Developer and song writer with a unique blend of technical writing and audio production expertise. Experience in creating high-impact training materials for international firms and managing the end-to-end creative process for original music. Passionate about AI audio evolution and expert at translating complex concepts into engaging, SEO-friendly content

Work Experience

Content Developer | International Remote (Korea, Taiwan, Spain)

Dec 2023 - Present

- Developed structured digital content and technical training materials for diverse global audiences.
- Synthesize complex company information into clear, actionable guides and instructional manuals.
- Manage high-velocity content lifecycles in a 100% remote, asynchronous environment across multiple time zones.

Lead Trainer | RescueReady SA

Nov 2025 - Present

- Authored and designed all educational training materials, focusing on first aid and fire safety.
- Simplified high-stakes technical information for groups of 200+ learners, ensuring clarity and retention.
- Designed all brand messaging and curriculum, scaling the business through strategic content delivery.

Independent Songwriter

Jan 2011 - Present

- Compose original music, overseeing lyrical development, and melodic structure.
- Translate emotional narratives into structured compositions, a skill directly applicable to creating compelling brand stories and case studies.

Educational Background

Bachelor of Education

North West University

Oct 2024

TEFL Certificate (Teach English as a Foreign Language)

Teacher Record

Sept 2022

Contact

Johannesburg, South Africa

Email: ojmichelle.21@gmail.com

Linkedin:

www.linkedin.com/in/michelle-van-heerden-2a527a273

Portfolio:

<https://michellejokweni.journoportfolio.com/#/>

Skills

Technical Skills

- AI Tooling
- Content Strategy

Content

- Growth Content Writing
- SEO Strategy
- Educational Content Development
- Scriptwriting
- Copywriting

Creative

- Music Composition
- Songwriting
- Narrative Storytelling

Computer Skills

- Proficient in Microsoft Office, Canva, and virtual learning platforms like Google Classroom and Zoom.

References:

- References available upon request.