**TONYA LYNDON**  
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Objective: To obtain a media position where I can use my skills and experience to create compelling content and drive engagement across multiple platforms.

**Education:**

Bachelor of Arts in Journalism, University of the West Indies, 2009

Relevant coursework: Media Writing, Editing, Multimedia Journalism, Broadcast Journalism

**Experience:**

Media Specialist, Unilever, 2013 - Present

* Develop and execute media plans to drive brand awareness and engagement
* Create and curate content for social media channels, website, and other digital platforms
* Monitor and analyze performance metrics to optimize content and engagement
* Collaborate with cross-functional teams to ensure alignment and execution of brand strategies
* Manage relationships with external vendors and partners

Multimedia Journalist, DRT Communications Ltd, Mar 2012 – Sept 2012

* Produce and report news stories for print, online, and broadcast platforms
* Conduct interviews and research to develop compelling story angles
* Write and edit copy for print and online publications
* Shoot and edit video footage for broadcast and online platforms
* Participate in editorial meetings and contribute to story ideation

Freelance Writer, 2010 - 2012

* Write and edit content for a variety of clients, including online publications, social media channels, and corporate communications
* Develop and maintain relationships with clients to encourage repeat business and referrals
* Manage project timelines and budgets
* Conduct research and interviews to inform content creation

**Skills:**

* Strong writing and editing skills
* Experience in multimedia journalism, including video production and editing
* Proficiency in social media platforms and content creation
* Ability to work independently and as part of a team
* Strong project management skills