

# JOVEL JOHNSON

## MEDIA EDITOR

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joveljohnson.me

## EDUCATION

Bachelor of Fine Arts | Media Production  
American InterContinental University  
2007 – 2009

Related coursework: Scriptwriting,  
Media Writing, Editing and Post  
Production II, Producing and Directing.

## HONORS AND AWARDS

Cine Jamaica Honor Award  
recipient for short film,  
“RECKONING”

Nominee – Short Film Feature  
for “RECKONING” in Jamaica  
Reggae Beach Festival

“RECKONING” – Official  
selection at the Delray Beach  
Film Festival (2010); Acadiana  
Film Festival (2010); Reggae  
Beach Film Festival (Jamaica),  
2011

Media editor and writer with film writing, producing, directing, and editing skills. Experience in journalism, scriptwriting, article writing, AP editing, video editing, content editing, and proofreading. Industries I've worked in include news media, entertainment, behavioral health, finance, technology, and in an agency environment.

## EXPERIENCE

### Lead Refresh Editor | XLMedia | *March 2022 – December 2022 (Lay Off)*

- Led and ran three brands: Greedy Rates, Young and Thrifty, and Dough Roller.
- Supported Content Director to ensure existing content met current quality standards.
- Recreated content from scratch and maintained content update schedule, ensuring all articles were updated regularly.
- Collaborated with the product/brand compliance and affiliate teams to keep all affiliate partner offers up to date and appropriately represented on all sites.
- Controlled schedules and enforced deadlines.
- Assigned articles to writer with updated directions on an article-by-article basis with an eye toward reader experience, best SEO practices, and revenue generation.
- Evaluated finalized copy for compliance with policies, style, and tone.
- Edited incoming articles and made updates live on all sites.

### Editor | RV Digital Strategy Agency | *January 2022 – Present*

- Content/copy edit freelance articles and blogs for company's clients, ensuring brand consistency in the travel space.
- Verify facts, dates, and statistics, using standard reference sources.
- Proofread and edit spelling, grammar, and syntax.
- Work with a team of writers and provide feedback for requested changes and future improvements.
- Utilize platforms and tools such as WordPress, CoSchedule, Grammarly, Yoast, and Monday.com.

### Freelance Editor | Enterprise ME, LLC | *June 2021 – July*

- Content edited and proofread materials, ensuring proper syntax, grammar, spelling, and brand consistency.
- Optimized content for search engines, including keyword research, writing SEO-focused content, and optimizing images.
- Coordinated with client to maintain consistent voice while removing syntax, grammatical, and spelling problems.

### **Senior Editor/Publisher | Next Level Marketing | *December 2018 – April 2020 (Due to COVID-19)***

- Edited, proofread, and copy edited all in-house and freelanced articles, blogs, and pages for company's clients, ensuring brand consistency.
- Verified facts, dates, and statistics, using standard reference sources.
- Coordinated with writers to maintain consistent voice while removing syntax, grammatical, and spelling problems.
- Delegated and tracked each freelancer's assignments and deadlines in Asana.
- Coordinated and developed blog content and topics with content manager for audience appeal and SEO purposes.
- Optimized content for search engines, including keyword research, writing SEO focused content, and optimizing metadata.
- Published content online using various CMS platforms including WordPress, Magento, SquareSpace, and Shopify.
- Wrote blogs and designed service pages for clients using different voices while maintaining brand consistency.
- Worked across a wide spectrum of industries, verticals, platforms, and channels.

### **Content Marketer | Chetu, Inc. | *May 2017 – November 2018***

- Conceptualized, created and designed pages for on/off-site campaigns and optimization endeavors.
- Oversaw technology/software industry-specific campaigns that garnered qualified leads.
- Conducted extensive content and image research for campaign web and landing pages.
- Created blog posts for company's website that accompany specific technology/software industry campaigns.
- Oversaw development team with the design of web and landing pages before publication.
- Conducted keyword research for web/landing pages and blogs using Google Adwords and SEMrush, and apply SEO practices.
- Edited micro-blogs that accompany campaigns.
- Monitored results and page/blog traffic to company's website using Google Analytics.

### **Content Marketing Manager | BFS Capital | *November 2016 – January 2017***

- Managed content distribution to online channels and social media platforms (Facebook, Twitter, LinkedIn, Google+), including promoting blog posts and curating daily content for posting using Sprout Social, as well as liaising between public and company.
- Collaborated with marketing and design teams to develop and plan site content, layout, and style, including the quarterly tent pole piece "Small Business Money Management Guide".
- Maintained content marketing calendar to schedule all aspects of creation and delivery.
- Managed monthly direct sales newsletters (Capital Connection) distributed to over 60K prospects and over 4K customers using Pardot.
- Performed copywriting and HTML design of Capital Connection newsletters using Adobe Dreamweaver.
- Approved, reviewed, edited, and published all content flowing to website, approving over 12 pieces of content per month.
- Utilized Google Analytics for blog post traffic to determine areas of improvement.

### **Content Editor | White Sands Treatment Center | *June 2015 – October 2016***

- Authored and edited original content across diverse media formats, comprising blog posts and scripts/transcripts for promotional videos.
- Co-produced promotional videos for company's sites and YouTube.
- Edited and reviewed content from freelance writers for company's blogs.
- Provided support in SEO article optimization.
- Drafted blog posts using WordPress.

### **SEO Content Writer and Coordinator | Qology Direct | *May 2013 – March 2015***

- Impacted the company's DISHTV blogs with TV/film entertainment articles, improving overall presence and traffic.
- Possessed complete autonomy in creation and direction of own topics and content for DISHTV blog posts.
- Managed team of content writers located in Jamaica which included training writers, editing, and reviewing articles.
- Developed team communications and information for SEO meetings.
- Managed Social Media accounts for retailer affiliate blogs (Facebook, Google+, Tumblr, Twitter).
- Created copy for authorized AT&T retailer site.
- Posted, scheduled and drafted blog posts using WordPress.
- Provided support in keyword research and association.
- Took charge of optimization of elements such as images, anchor texts and outbound linking.

### **Video Editor/Videographer | Midnine Productions | *February 2009 – April 2015***

- Performed pre-production, production, and post-production work, including assembling raw material, editing sound and sequences, and providing final product within time and budget constraints.
- Delivered edits with multiple camera angle choices, titles, graphics, audio, and special effects.
- Developed and managed projects from concept to completion, including storyboards, post-production editing, and final delivery formats.
- Played key role in facilitating projects and contributing to every stage of film and video production.
- Reviewed and edited film by selecting best combination of performance, sequencing, and timing to tell story.

### **Assistant Editor/Reporter | North Coast Times | *December 2003 – October 2005***

- Led team of four staff writers in production of content for weekly newspaper.
- Managed, trained, and evaluated employees as head of editorial department, providing concise and constructive feedback to writers.
- Created news features and advertorials which translated into profit.
- Preferred for and wrote human interest, health, and entertainment articles.
- Reviewed each written article for grammar, spelling, punctuation, syntax, accuracy, and compliance with quality standards.