

PROFESSIONAL PROFILE

Emerging Communications Leader and digital content creator with experience supporting cultural, high-impact and youth-focused NGOs across Trinidad and Tobago. Skilled in social media strategy, festival programming support, and digital storytelling. Experienced working in multi-stakeholder environments including literary festivals, youth programmes, and digital campaigns reaching 2M+ views.

HIGHLIGHTS

- Generated 2M+ cumulative views across NGO digital campaigns.
- Achieved 1.4M cumulative reach launching First Citizens National Poetry Slam TikTok.
- Drove 800K+ views across The 2 Cents Movement social channels.
- Produced campaigns generating 500K+ views for Paper Based Bookshop.

PROFESSIONAL EXPERIENCE

PAPER BASED BOOKSHOP

Aug 2025–Mar 2026

Social Media Manager

- Revitalised online presence with a suite of clean, modern and engaging visual assets.
- Generated over 500k views across Facebook & Instagram channels.
- Produced monthly analytics reports and managed ongoing content creation.

OUTRIGHT CONCEPTS LTD

Aug 2023–Present

Social Media and Digital Strategy Consultant

- Produced short-form video content,
- Developed visual assets for campaign communication
- Co-created brand strategies for international entities.

BOCAS LIT FEST

June 2023–Aug 2025

Youth Programme and Festival Operations Intern

- Supported development and management of youth literary programmes including NGC Bocas Youth Fest (2023), Scotiabank Write Away! (2024), and We Lit (2023–2024).
- Assisted the management of 20+ booksellers, vendors and sponsors for participation in the 2024 Bocas Lit Fest.
- Assisted in project development and management of First Citizens National Poetry Slam for 2024 & 2025.
- Assisted with stakeholder coordination and programme logistics for festival events.

THE 2 CENTS MOVEMENT

Jan 2022–Present

Director

- Contributed to the strategic development and promotion of youth spoken-word programmes across Trinidad and Tobago.
- Part of the marketing team for Raise The Bar Festival and Exhibition, supporting campaign promotion and audience engagement.
- Facilitated outreach and communication with students participating in national poetry education initiatives.

SELECTED COMMUNICATIONS & DIGITAL MEDIA PROJECTS

SOCIAL MEDIA AND DIGITAL STRATEGY

July 2022–Present

Clients: The 2 Cents Movement, Bocas Lit Fest, Pan-American Development Foundation – Borders of Hope, Outright Concepts Ltd, National Dance Association of Trinidad and Tobago & Kings Trust International.

- Developed and executed social media strategies across TikTok, Instagram, and Facebook.
- **The 2 Cents Movement:** Co-launched a [TikTok](#) account reaching 3,870+ followers, 67k likes, and 503k views within six months. Across 3 channels an overall 800,000+ views.

- **First Citizens National Poetry Slam:** Launched and managed the project's [TikTok](#) channel, reaching 1.4M accounts within five months.
- **PADF - Borders of Hope (campaign):** Managed social channels and provided monthly analytics monitoring and KPI reporting.
- **Outright Concepts Ltd:** Produced short-form video content, visual assets for campaign communication, & co-created brand strategies for international entities.
- **National Dance Association of T&T:** Co-designed the organisation's [website](#) and serve as its primary administrator, providing technical support for brand communication and reputation management.
- **King's Trust International:** Assisted ideation and design for their Career Compass campaign.

BOCAS LIT FEST

Production Assistant

April 28-30, 2023

- Worked as the Production Assistant for the Festival's recap video for the 3 days of the Festival. Credited role.

Stagehand

April 30, 2023

- Worked as a Stagehand at the First Citizens National Poetry Slam 2023. With oversight of Poet Management

EDUCATION

THE UNIVERSITY OF THE WEST INDIES (ST. AUGUSTINE)

Sept 2024-Present

Bachelor of Arts (BA), Communication Studies — In Progress

WATERLOO SECONDARY SCHOOL

Completion of Caribbean Secondary Education Certification (CSEC) and Fifth Form

Sept 2019-July 2021

Studied in English, Mathematics, English Literature, Spanish, Geography, Information Technology & Biology

Completed Caribbean Advanced Proficiency Examination (CAPE) and Sixth Form

Oct 2021-July 2023

Communication Studies: Grade III (Year 2022/ Unit 1), **Caribbean Studies:** Grade III (Year 2023/ Unit 1), **Information Technology:** Grade II/II (Year 2022 & 2023/ Unit 1 & 2), **Environmental Science:** Grade I/II (Year 2022 & 2023/ Unit 1 & 2), **Biology:** Grade III/V (Year 2022 & 2023/ Unit 1 & 2)

CONTENT & MEDIA SKILLS

Media Skills & Technical Tools

Social media strategy and analytics, Short-form video production (TikTok, Reels), Digital storytelling and campaign messaging, Festival and cultural event communications, Stakeholder outreach and coordination and Photography

Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro & Lightroom, **Canva, Channel Management Tools:** Meta Business Suite, Hootsuite & Later, **Administrative Tools:** Microsoft Office Suite, Google Workspace & WordPress

VOLUNTEER

First Citizens National Poetry Slam — Credited Production Volunteer

2022

NGC Bocas Youth Fest — Volunteer Lead

Nov 2022

Trinidad+Tobago Film Festival — Youth Juror

Sept 2022