

Ghenere Heerah

COMMUNICATIONS PROFESSIONAL

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(8) years of extensive expertise in the management of Media, Marketing and Communications, gave me the experience to practice information led decision making and consultative approaches in my leadership style.

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EDUCATION - 2021 - 2022 (currently)

MASTERS IN BUSINESS ADMINISTRATION - ANGLIA RUSKIN UNIVERSITY UK

(elective Marketing & Brand Management)

Work History

GHENERE LINDSI CONSULTANCY LTD, Trinidad and Tobago, - MANAGING DIRECTOR

Trinidad and Tobago

11/2015 - Current

- Managed social media accounts by composing content, engaging with followers in comments, monitoring activities, and researching trends.
- Utilised exceptional copywriting and graphics skills to create relevant, engaging content for a variety of social media platforms including Facebook and Instagram. .
- Developed a high-performing social media strategy, tangibly boosting company visibility, engagement and profile.
- Presented required content with positivity and enthusiasm, aligned to my client's mission, vision, and brand values.
- CONVERSATIONALIST/ PRESENTER/ MOTIVATIONAL SPEAKER developed specialised interview techniques to elicit engaging results from my guests.
- Authored press releases and communiques intended to deliver "on point" messaging.
- Conducted individualised and small group training and mentorship for developing young ladies, geared toward development of social skills and a sense of identity and worth through their relationship with God.
- Event managing- Coordinated designers, photographers, videographers, musicians and ceremony participants during rehearsals the pre-ceremony, ceremony, and reception events.
- Negotiated with vendors, venues, staff, and general services.
- Executed marketing strategies and the coordination of advertising promotions and public relations in conjunction with Marketing Teams.

TTT LIMITED, Trinidad And Tobago - TELEVISION PRODUCER Port of Spain, Trinidad and Tobago

09/2020 - Current

- Government Relations - interfacing with corporate Communications managers, permanent secretaries and Ministers of Government.
- Presented production ideas and determined creative scenarios for production and delivery.
- Guided producers and engineers in best story development practices and sound design concepts to encourage innovation in production technique.
- Coordinated production schedules and activities for pre-recorded and live shows for the television network.
- Planned video shoots in studio and remotely by managing production through all stages to completion.
- Prepared a variety of different written communications, reports and documentaries for public awareness campaigns.
- Involved in Multiple research projects highlighting history and cultural aspects of our Nation.
- National Projects and Campaigns with TTT Limited.
- Producer of the Ministry of Health National Vaccination Campaign
- Producer/Coordinator for Governmental & Ministerial related Television Projects.
- Producer of Ministry of Education - National Educational Lessons (TV broadcasting)
- Live Broadcast of The Office of The Prime Minister's Projects.
- Produced and Coordinated Pre Recorded Christmas Stories involving Ministers of Government.

***DAIRY DAIRY DISTRIBUTORS LTD and THE FALLS AT WESTMALL -
MARKETING AND MULTIMEDIA COORDINATOR Port of Spain, Trinidad and Tobago***

06/2018 - 06/2020

- Coordinated the development of traditional and social media marketing campaigns to drive sales and customer engagement.
- Led design and project teams with big-picture view of business and client requirements.
- Managed digital branding campaigns initiatives in print, video, and social media.
- Content Creator using Adobe Suite and Canva
- Utilised SEO and social media analytics.
- Executed marketing strategies and coordinated social media promotions.
- Conducted public relations in conjunction with the Marketing Team.
- Presented marketing plans and proposals to COO and General Manager.
- Created all pre-season marketing plans to support department and divisional strategies.
- Managed budgets and media schedules.
- Coordinated relations between project stakeholders.
- Managed projects with tight deadlines and critical decision making.
- Drafted and proofread marketing, advertising and digital copywriting.
- Conveyed brand management and brand reputation strategies.