

Sherley Joseph

Toronto, Ontario, Canada

sherley.joseph@gmail.com

[linkedin.com/in/sherleyjoseph](https://www.linkedin.com/in/sherleyjoseph)

Summary

Bonjour, Hi, I'm Sherley, a seasoned bilingual Podcaster and Digital Media Strategist since 2008!

I'm the Co-founder of The Chonilla Network, a podcast collective and production house that values inclusion, education, and comedy. We assist creators, entrepreneurs and companies in amplifying their voices through the new medium of podcasting.

I'm also the host of the "Black Canadian Creators" podcast, a platform where I explore the diverse experiences and achievements of Black, African, Africadian, Caribbean, and Mixed heritage creators, both within Canada and globally. Through my podcast, I aim to share these unique stories and perspectives, offering both inspiration and practical tips for fellow creatives.

In addition to my work in podcasting, I've been actively involved in social media management, Digital Strategy and building a supportive network for Black creators across Canada.

I started the Black Canadian Content Creators Facebook group to connect with others like me, who felt underrepresented in the traditional and digital media landscape. This initiative eventually grew into the Black Canadian Creator Directory, developed alongside creators like Casey Palmer and Kaya Marriott. This directory serves as a vital resource, highlighting the rich diversity of Black talent in Canada, and challenging the misconception that Black Canadian creators are few and far between.

: [chonillanetwork.com](https://www.chonillanetwork.com)

Podcasting | Community Management | Digital Media Strategist | Social Media | Webinar Manager

Experience



Co-Founder

The Chonilla Network

Nov 2019 - Apr 2024 (4 years 6 months)

Are you an entrepreneur, business coach, or content creator looking to make a mark in the digital space? Dive into the world of podcasting with us. Boasting over 8 years of industry prowess, we're not just another podcasting production team; we're your partners in amplifying your unique voice and brand. Our expertise is rooted in:

- Empowering Visionaries: We specialize in propelling businesses, creatives, and trailblazers like you to new new media heights.
- End-to-End Solutions: From ideation to podcast launch and live-streaming, our dedicated team guides you seamlessly through every phase of your podcasting journey.
- Strategic Advancement: Harness our services to craft a potent marketing strategy, bolster your brand's visibility, and set your recognition soaring.

Step into the future of content creation with us. Let's co-create podcasting magic together.



Social Media Specialist

Adecco

Oct 2022 - Dec 2023 (1 year 3 months)

- Community management and engagement - Issue Resolution - Issue reduction/growth management - Team contribution/efficiency/growth - Core Support - Hootsuite
- Solving problems online: Involves being savvy in finding the information people need through Canada Post social platforms and tapping into the network to identify and address any challenges or fulfill a particular need.



Manager, Content & Social Media

McGillivray Group

Oct 2021 - Sep 2022 (1 year)

- Develop and execute a robust social strategy with KPIs, resources and budgets to support and achieve goals
- Manage, maintain and increase overall social media presence and engagement
- Create original content and copy incl. but not limited to Instagram Stories, short form video, GIFs
- Execute of social media deliverables
- Report social activities and results for internal and external review
- Coverage of appearances, events,, ect on applicable social media platforms
- Analyze and report on trends
- Support digital marketing and communication efforts

Radio Producer & Co-Host for Chonilla & The Kakle

CKVL 100,1 FM

May 2012 - Mar 2019 (6 years 11 months)

- Air-Talent host for "What's Up Sherley" (10 a.m. to Noon) -

A late-morning English-hosted radio show featuring music from the 1980s to the 2000s, as well as the popular "Verse vs. Verse" (way before Versuz) segment with news and traffic!

- "The Chonilla Podcast" co-host/producer -

The ChoNilla Podcast welcomes you to the ramblings of a couple's comedy journal about life and everything in between. Listen to Sherley and Clove talk openly about their relationship, parenting, pop culture, current events, and the popular segment "Bible Scriptures 90210."

- "The Kakle" co-host/producer -

If life's rapids are causing you to lose control, Kakle The jacket is unquestionably your life. Join The Chonilla Network's fun and compelling conversations about family, culture, and health with your hosts Tanisha Collins and Sherley Joseph.



Social Media Director / Content Manager

VisitMTL

Apr 2015 - Aug 2016 (1 year 5 months)

Contributed to VisitMTL.com's mission by telling an authentic and captivating story of Montreal to North American millennials. A deep understanding of engaging millennial audiences. Committed to

showcasing the vibrant culture and experiences of Montreal. Proven track record in creating and implementing impactful social media strategies that drive engagement, while maintaining brand consistency. Leveraged various platforms and stay updated on the latest trends and techniques.

- Developed and executed a comprehensive social media strategy that successfully increased engagement by X% and expanded reach to a target audience of North American millennials.
- Crafted compelling and platform-specific social media copy, ensuring consistent brand voice and maintaining high standards of grammar and clarity.
- Managed and maintained an active presence on Instagram, Instagram Stories, IGTV (at the time), Youtube, Facebook, Twitter, Snapchat, Tweetdeck, Planoly, and other relevant platforms, generating daily interactions and fostering a sense of community.
- Spearheaded paid social campaigns, optimizing targeting parameters and budget allocation to maximize ROI.
- Monitored social media performance through data analysis, conducted A/B tests, and provided detailed reports on key metrics, identifying areas for improvement and implementing effective strategies to enhance engagement and reach.
- Actively engaged with followers, responding to comments, liking and sharing user-generated content, and building strong relationships with brand advocates.
- Stayed abreast of the latest social media trends, techniques, and strategies, implementing innovative ideas to keep the brand at the forefront of industry developments.

Education



Humber College

Certificate, Radio and Television Broadcasting

1995 - 1997

Writing for Radio, Basic Announcing, Broadcast Equipment, News Development, On-Air Performance, Sales Development, Introduction to Radio and Evolving Media, Effective Speaking, Creative Content Development

Skills

Digital Media • WordPress • Social Media Communications • Online Marketing • Marketing Strategy • Teamwork • Microsoft Excel • Skill Development • Sales Strategy • Sales Marketing