

JOSALIN SAFFER

CONTENT AND COMMUNICATIONS MANAGER



+(64) 210 292 2692



Josalin07@gmail.com



josalinsaffer.com



PROFESSIONAL SKILLS

- Social media management & strategy (Hootsuite, Buffer)
- Content development & strategy
- SEO and Google Analytics
- Research and interview-based reporting
- Copywriting, editing & proofreading
- Content management system software (Wordpress)
- Email marketing software (Mailchimp)
- Brand consulting
- Image editing & graphic creation (Canva, Photoshop)
- Pitch decks/presentations (Powerpoint & Keynote)

PERSONAL SKILLS

- Creative spirit
- Reliable and professional
- Freelance writer/blogger
- Tech-savvy problem solver
- Attentive and meticulous editor
- Thoughtful listener & enthusiastic communicator
- Naturally curious learner
- Driven

SOCIAL MEDIA



@joc_cousteau



Josalin Saffer



@josalinsaffer

WORK EXPERIENCE

CONTENT & COMMUNICATIONS MANAGER

White Nile Media, Inc. | Los Angeles, CA/Remote | Apr 2014 - present

- Copywriter, editor, and blogger for the Richard Bangs Quests travel brand.
- Content strategy responsibilities include content and performance audits, analytics, managing publishing schedule, and leveraging existing content into new platforms.
- Coordinating social media campaigns with clients such as Orbitz and agency tourism departments for Bermuda and Australia.
- Managing social media accounts (Facebook, Twitter, Google+, Pinterest, Instagram, YouTube, LinkedIn, Tumblr, Medium) including graphic creation for posts.
- Increased social media following across multiple platforms by 100-500%
- YouTube channel responsibilities include video SEO, analytics, and reporting.
- Actively working to increase brand awareness, build new audiences and increase engagement among fan base.
- Writing copy and formatting, designing, and curating content for quarterly e-newsletter via Mailchimp.

FREELANCE WRITER & BLOGGER

Self-employed | Remote | Apr 2012 - present

- As a freelance writer and blogger, I've published essays on travel, culture, food and drink, health and wellness, and reviews. I also create custom content for online travel brands.
- My writing has appeared in a variety of publications including in-flight magazines like *Hemispheres* (United Airlines) and *Selamta* (Ethiopian Airlines), trade magazines like *TravelAge West*, and online travel sites such as *Concrete Playground*, *The Guardian Weekly*, *Verge* magazine, and *Paste*, among others.
- My full writing portfolio can be viewed at josalinsaffer.com

CONTENT DEVELOPER

Cruise Norway / Expedition Travel Advisor | Remote | 2018

- I developed content for a cruise travel company in order to boost traffic to their website, increase brand awareness, and drive revenue. Each week, I performed research and wrote compelling, informative and SEO-optimized articles on a variety of topics related to the company's mission and destinations offered.
- I also promoted these articles via social media platforms and created custom branded content on storytelling apps like Steller.co.

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EDUCATION

BACHELOR OF ARTS: JOURNALISM

Georgia State University, 2011

GPA 3.9 / *Magna cum laude*

TEFL CERTIFICATE, 2012

AWARDS

Paste Magazine's Travel Essay Contest (2015)

Ralph Emerson McGill Award for Excellence in Newspaper Journalism (2010, 2011)

First Place in Research Awarded by the Journalism History Society (2011)

Mildred W. Seydell Memorial Scholarship (2010)

VOLUNTEER WORK

English Teacher & Mentor (2018)

English Language Partners New Zealand

English Tutor (2017)

Paper Airplanes, Inc.

Art Workshop Coordinator (2012)

Atlanta Works: Atlanta Youth Development Agency

WORK EXPERIENCE (CONT.)

ESOL TEACHER

NZLC | Wellington, NZ | Jan 2017 - Jan 2019

- I taught grammar, reading, listening, writing and conversational English speaking classes to adult students.
- I planned and executed creative and appropriate lessons to match the varying needs, abilities, and levels of the students I taught, which ranged from elementary to advanced learners.

ESOL TEACHER

Castle English Language School | Liberec, Czech Rep. | Sep 2014 - June 2016

- Taught grammar, reading/writing and conversational English in small groups and one-to-one classes.
- Planned and performed tailored, creative and appropriate lessons to match the different levels of the students I taught, which ranged from advanced adults to beginners and children as young as 4 years old.

COMMUNICATIONS AND WELLNESS TRAVEL INTERN

Pravassa | New York City, NY/Remote | 2014

- Assisted with Pravassa's social networking pages (Facebook, Twitter, Pinterest, Instagram) to help build innovative outreach strategies.
- Researched and wrote articles about wellness travel for Pravassa.com, including wellness challenges and blog posts.
- Managed wellness vacation promotions on yoga, event, and travel websites.

ESOL TEACHER

Anuban Chonburi Primary School | Chonburi, Thailand | 2012 - 2013

- Grammar, Reading/Writing, and Conversational English teacher to second and third grade classes.
- Classroom management and assessment of the different levels and learning styles of 200+ students in five classes.
- Logistical planning and coordination of school events.

OFFICE MANAGER

Arbormedics Inc. | Atlanta, Georgia | 2011

- Organized office procedures and operations.
- Controlled correspondence and maintained relationships between clients; scheduled pruning appointments and diagnostic visits.
- Kept management informed by reviewing and analyzing client accounts, seeking out new platforms for business, and identifying market trends.