



PROFILE

I have almost two decades of copy-writing experience working for a range of specialist, national and international publications.

Through these roles, I have developed expertise in PR, marketing and a proficiency in using social media to boost brand awareness.

I am keen to expand my knowledge and skills base and collaborate with other media professionals on developing successful marketing strategies.

SOCIAL



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www.msbwrites.co.uk

Kirsty Ayakwah

multi-media journalist

experience

August 2018 -
present

msbwrites.co.uk | Freelance Communications Consultant

- Developing brand & social media strategies
- Content creation, public relations

February
2017 -
March 18

Greenwich School of Management (GSM London) | Communications Officer

- Adept at developing exclusive corporate written, audio and visual content
- Proactive in building rapport with stakeholders & in project management
- Skilled at curating and publishing online newsletter content
- Experienced in event organising and project management

March 17 -
March 18

Bridgehead Media | Freelance Copywriter

- Copywriting music previews for global music distributor

March 17 -
present

Huffington Post | Freelance Blogger

- Writing opinion pieces on social and political topics

July 2016 -
present

The Voice Online | Freelance Journalist

- Sourcing and writing original news/features for the UK's African and Caribbean market

July 2011 -
July 2016

ICIS RBI Publishing - Senior Market Reporter

- Collating statistical data on gas, power, LNG, and carbon markets for critical analysis
- Gathering market intelligence to price wholesale energy commodities
- Breaking industry news in Scandinavia, the Southern Balkans and the Netherlands

November
2010 -
February
2011

CARE International | Marketing & Comms

- Developing new revenue streams for CARE's microfinance initiative

2009 -
present

Graphic Showbiz, Ghana Web, Modern Ghana | Freelance Journalist

- Sourcing and writing original news/features for the Ghanaian market

November
2008 -
August 2009

United Way Ghana | Communications Officer

- Leading charity's 2009 media campaign and developing new web content



Kirsty Osei-Bempong

multi-media journalist

SKILLS

- Leadership
- Communication
- Interviewing
- Editing
- Public speaking
- Events organising
- Marketing

HOBBIES

- Blogging
- Rock climbing
- Bouldering
- Reading
- Travelling

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IT expertise

- Proficient user of Microsoft Office applications
- Skilled at using QuarkXPress, InDesign and Photoshop
- Knowledgeable in web building and content creation
- Experienced in e-marketing & e-newsletter management
- Capable of using CRM media contacts and data systems

education

2009 - 2010 Master of Arts in International Communications and Development, Merit

City University, London

2000 National Certificate for the Training of Journalists

Lambeth College, London

1996 - 1999 Bachelor of Arts in English Literature and English Language, 2:1

Kingston University, London

achievements

- Delivering a journalism & blogging lecture at Pa Gya Literary Festival, Accra | October 2017
- Blogging and Social Media speaker at GSM London | February 2017
- Blogging Ghana nominee (five categories) | April 2016 and (2018 nominee in three categories).
- Delivering presentation on Ghanaian culture and religion for Star 100, London | 2016
- Author of culture blogging platform MisBeee Writes | September 2013
- Youth worker at Recife Orphanage, Recife, Brazil | Dec 2005 – March 2006
- Coordinating and organising Reunite the World music event and raising £1,500 for UNICEF | April 2003