

KOB

KIRSTY OSEI-BEMPONG

CONTENT WRITER | WWW.MSBWRITES.CO.UK

PROFILE

I am an accomplished writing specialist with a proven track record in creating and editing engaging print and online content.

I am comfortable writing and proofreading to tight deadlines, and creating balanced content that adds business value, and inspires audiences globally.

From my experience working for B2B and B2C publications, I have cultivated a reputation as a dynamic networker who is able to build rapport, identify strong news angles, analyse trends.

CONTACTS

M: +44(0)7957588795

M: +233(0)278167821

E: abena30@hotmail.com

W: <https://msbwrites.co.uk>

EXPERIENCE

MSBWRITES | FREELANCE COMMUNICATIONS CONSULTANT

April 2018 – present

Generating written & audiovisual content to support branding and extending social media reach for SMEs

Results - Developed content for the Ministry of Tourism's social media campaign on folklore and culture

THE VOICE ONLINE, HUFFINGTON POST, GRAPHIC SHOWBIZ, ECONOMY TIMES | FREELANCE JOURNALIST

July 2011 - present

Writing exclusive content to tight deadlines for weekly and daily B2C publications

Results - Cultivating a lobbying voice on autism awareness, propelling entrepreneurial news for local, national and online titles

GSM LONDON | COMMUNICATIONS OFFICER

February 2017 – April 2018

Built stakeholder rapport; project-managed events and published online newsletter content

Results - Reversed pattern of negative publicity by profiling students and deepened corporate ties, which boosted recruitment

BRIDGEHEAD MEDIA | COPYWRITER

February 2017 – February 2018

Generating music previews to tight word counts and deadlines for entertainments giant iTunes

Results – Helping to propel Afrobeats into mainstream music culture

MILESTONES

Collaborating on the Ministry of Tourism and National Folklore Board's '**Did You Know**' culture campaign | January 2019 – present

Delivered a **journalism masterclass** to students at the **National Film & Television Institute**, Accra | November 2018

Advocating the digitisation of creative content and promoting greater open source access in Ghana's **galleries, libraries, archives and museums as part of Creative Commons Ghana** | September 2018

Became a **Blogging Ghana nominee** (five categories) in 2016 and three categories in 2018 | July 2018

Listed on website Migreat as one of 10 '**Unique Black Female Blogger To Follow**' for <https://msbwrites.co.uk> | September 2015

Raised £1,500 for UNICEF after organising the Reunite the World music event | April 2003

RBI PUBLISHING | DEPUTY EDITOR (TEHD) & SENIOR MARKETS REPORTER ESGM

July 2011 – July 2016

Turned statistics on European energy markets into readable news, features and analysis

Results – My coverage of an imminent Norwegian gas strike helped traders avoid financial losses

GUBA FOUNDATION | COMMUNICATIONS OFFICER

November 2010 – February 2011

Built stakeholder rapport; project-managed events and published online newsletter content

Results - Wrote content to lift autism awareness in the UK and Ghana

CARE INTERNATIONAL | COMMUNICATIONS OFFICER

November 2010 – February 2011

Developed revenue streams for microfinance initiative – LendwithCare

Results – Built brand awareness of this new finance initiative to potential donors across Europe

UNITED WAY GHANA | COMMUNICATIONS OFFICER

November 2008 – August 2009

Led the charity's media campaigns and developing web content

Results - Quadrupled media coverage around 'Day of Caring' volunteering event

MEDICAL LABORATORY WORLD, HSE & BIOCHEMICAL | EDITOR

May 2006– August 2008

Wrote, edited and commissioned weekly content on health and medical news

Results – Reported on investigations to boost public/private partnerships in the UK

ARTISTS AND ILLUSTRATORS | REPORTER AND SUB-EDITOR

May 2005– November 2005

Wrote, edited and commissioned weekly content on artists

Results – Profiled a range of artists and illustrators

CORE SKILLS

Editing & proofreading
Data analysis
Leadership
Public Speaking
Event Organising
Feature Writing
Public Relations
Video Production
Photojournalism

IT SKILLS

Microsoft Office
QuarkXpress, InDesign &
Photoshop
Web building &
Content creation
E-newsletter management

REFERENCES

Available on request

MEAT TRADES JOURNAL | SENIOR REPORTER

September 2000 – May 2005

Profiled meat businesses; reported on industry developments and government policy

Results – Uncovered trade in illegal meats in Wales and broke news of BSE and Foot and Mouth Disease epidemics

EDUCATION

MA IN INTERNATIONAL COMMUNICATIONS & DEVELOPMENT | MERIT

City University, London | September 2009 – July 2010

NATIONAL CERTIFICATE FOR THE TRAINING OF JOURNALISTS, PASS

Lambeth College, London | February 2000

BACHELOR OF ARTS IN ENGLISH LITERATURE AND ENGLISH LANGUAGE | 2:1

Kingston University, London | September 1996 – August 1999

VOLUNTEER EXPERIENCE

CREATIVE COMMONS GHANA

GLAM (Galleries, Libraries, Archives and Museums)

representative advocating for more information transparency in Ghana | September 2018

OLINDA ORPHANAGE, BRAZIL

Child safeguarding assistant at orphanage for vulnerable boys | November 2006