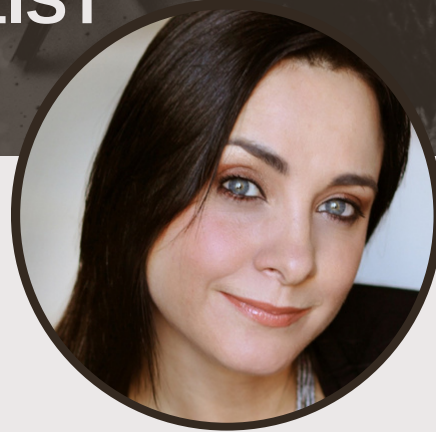


JO LENNOX

PR & MEDIA SPECIALIST



PROFILE

As a seasoned professional in media communication, content editing, and public relations, I possess a unique blend of well-rounded skills that allow me to craft impactful strategies to solidify brands.

My outcomes-driven approach is supported by an unwavering commitment to detail, ensuring high-quality results.

CONTACT

📞 082 7800 242

✉️ jollennoxmail@gmail.com

📍 11 Tintagel Road, West Beach

🌐 jollennox.com

SKILLS

- Communication Strategies
- Writing for the media (Eng & Afr)
- Social Media/Online Content
- Stakeholder Relations
- Broadcasting/On-air Presenting
- WordPress/Canva/Mailchimp

EDUCATION

**NATIONAL DIPLOMA (3 YEARS):
PUBLIC RELATIONS MANAGEMENT**

CAPE PENINSULA UNIVERSITY
OF TECHNOLOGY

EXPERIENCE

PUBLIC RELATIONS SPECIALIST

PRIMEDIA BROADCASTING: 2022 - 2024

- Driving the company's vision and roll-out of the communication strategy.
- Building and maintaining a media network to deliver on communication targets.
- Content management for multiple platforms.
- Drafting and distributing media statements.
- Media tracking and reporting.

HEAD OF CONTENT

BULLETIN (RADIO NEWS AGENCY): 2019 - 2022

- Managing a team of 15 editors and journalists.
- Developing and implementing editorial guidelines, policies and procedures.
- Ensuring appropriate and accurate content which adheres to a specific style and format.
- Writing feature radio news stories for the platform.
- Finding new ways to broaden the subscription base.

CONTENT EDITOR AND SCRIPT WRITER

OPTIC BLAZE AND BEYOND THE GAP: 2015 - 2018

- Conceptualising, researching, writing and developing content to be used on multiple platforms,
- Editing and proofreading of the energy psychology book *Game Changer Protocol*.
- Database administration and website design.

REFERENCES

Lauretta Ngakane,
Group Head Corporate Communications
Primedia Broadcasting
+27 82 496 4791
LaurettaN@primedia.co.za

Tessa van Staden, Station Manager
567 CapeTalk
+27 82 213 6344
TessaVS@primedia.co.za

Dominique Forbes-Rose, CEO (former)
Influence PR
+27 63 205 7280
dominiqueforbesrose@gmail.com

EXPERIENCE

DESK EDITOR

SMILE 90.4 FM: 2013 - 2015

- Sourcing content - local, national and international news.
- Writing, editing, researching and presenting news bulletins.
- Content planning and re-angling of bulletins.
- Translating news bulletins (English to Afrikaans).
- Newsroom management (general) including managing and mentoring of editorial staff.

CONTENT MANAGER

INFLUENCE COMMUNICATIONS (PR AGENCY):
2012 - 2013

- Developing communication solutions, focusing on research and content writing (traditional and social/online media) for various clients.

MEDIA LIASION OFFICER/SPOKESPERSON & EXECUTIVE ADVISORY OFFICER

WESTERN CAPE GOVERNMENT &
CITY OF CAPE TOWN: 2009 - 2011

- Strategic communication support and advice to the Executive Mayor, Dan Plato.
- The role changed to spokesperson when Plato's term as Mayor came to an end and he was appointed Western Cape Minister of Community Safety.

PUBLIC RELATIONS WRITER/COORDINATOR COMMUNITY & ENTERTAINMENT PRODUCER SENIOR NEWS REPORTER

PRIMEDIA BROADCASTING (KFM & CAPETALK):
2002 – 2008