



XAVIERA L. ARNHEM

VIDEO JOURNALIST

GET IN CONTACT

Mobile: +597- 8586681 
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Sranan Fowruweg 6A, Lelydorp-Wanica



PERSONAL MISSION

With freedom as a motive, independently and in a unique way, compiling socially relevant reports on subjects that are often not accessible to the public.

SKILLS

- Research
- Interview
- Video Production; film/edit
- Canva Design
- Storytelling Writing
- Voice-Over/Narrating
- Writing; news article/press releases/script/newsletters /blogs
- Coordinating, Planning & Monitoring

WORK EXPERIENCE

COMMUNICATIONS ADVISOR • NV AMPS • JAN.

2022- CURRENT (FREELANCER)

Started to develop the communications department by creating a communications vision plan. Maintaining the social media pages.

Produce content for social media by creating news materials. Create, develop & produce internal communications such as monthly newsletters & corporate videos. Adviser on different content development for internal and external communications.

CONTENT CREATOR • FLY ALLWAYS • SEPT. 2021-MARCH. 2022

Started as Creative Writer, and write SEO-proof blogs, Press Releases and short descriptions on the Destinations page. Create Email Marketing campaigns, recreated FB ads as writing content for the campaigns. I work with applications such as Send in Blue, Ubersuggest, Elementor and Wordpress. Analyse KPI's with Google Analytics & Facebook Statistics. This lead to developing a Social Media E-Commerce long-term plan & stock content from external photographers for different destinations. Assisted the revenue manager in coordinating a project in translating the Booking Engine and create a COVID Entry Requirements page with translations. Worked with international developers and a national translation institute.

OTHER EXPERIENCE

RESEARCHER • DOC MAKER THEATER • FEB.2022- MARCH 2022

Research on 2nd World War testimonies in Suriname and put them in contact with the documentary maker Emma Lesuis, so I also arranged the agenda for both people to meet.

PROJECT • TROPENBOS SURINAME • DEC. 2021

Produce a news-feature with provided document; interview key persons on the project 'Sustainable Forestry for Village Development', write the news-feature, narrate and co-edit the segment. Worked on this project with Rafael Jantz.



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LEADERSHIP ROLES

- Media director Youth Rock Foundation
- Past President of JCI Urban
- Past National officer JCI Suriname
- 2017-2019 vice-chairman of Journalism Union in Suriname

AWARDS

- 2020-2021 Humphrey Fellowship
- 2019 IVLP- Edward R. Murrow Program on Investigative and Research Journalism
- 2012 Exchange Journalism program South-Dakota

EDUCATION

NON-DEGREE PROGRAM • HUBERT H. HUMPHREY FELLOWSHIP • WALTER CRONKITE SCHOOL OF MASS COMMUNICATION & JOURNALISM, ASU
DECEMBER 2020-JUNE 2021
Selected as the only representative from Suriname for this highly competitive Fellowship that focuses on leadership strategies and tactics, media management and skills enhancement for visiting mid-career professionals in over 200 countries.

BACHELOR OF ARTS • JOURNALISM • ACADEMY VOOR HOGER KUNST EN CULTUUR ONDERWIJS
Graduated July, 18th 2017

WORK EXPERIENCE

COMMUNICATIONS CONSULTANT • AMAZONE CONSERVATION TEAM SURINAME/MEDIAVISION •
MARCH 2020- DECEMBER 2020
Create multimedia content for social media and commercials & produce media products such as short video, feature stories, tutorials, graphic designs for banners, flyers, infographics etc.

VIDEO JOURNALIST • STVS • AUG. 2009- DEC. 2019
Manage & coordinate the news production team and news programs. Create & Produce video & written story content by filming, interviewing and editing. Voice-over & stand-ups, narrating news stories. Executing different news programs. Anchor a news sequence. Assists & guides interns of the Journalism school (AHKCO)