

# JESSIE BRYSON

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## **Deputy Development Outreach & Communications Specialist, U.S. Agency for International Development (USAID)**

*Dar es Salaam, Tanzania // November 2014-August 2015*

- Aided in development of new communications strategy. Managed USAID/Tanzania social media accounts and web content, created photo archive system, and served as primary event photographer for Mission. Consulted partner organizations on marketing material and branded content. Researched, developed, and publicized success stories to various platforms (in Tanzania and U.S.).
- Worked closely with the U.S. Embassy Public Affairs Office to carry out public and special events to present USAID programs to target audiences.

## **Managing Editor, What's Happening in Dar Magazine**

*Dar es Salaam, Tanzania // August 2013-November 2014*

- Supervised editorial calendar and content. Hired and managed four staff writers. Set preliminary goals and dictated themes and trends each month. Calibrated magazine's tone, and reviewed all written and design content prior to publication.
- Average number of pages per issue grew from 40 to 100 (advertisement + content). Revenue from ad sales skyrocketed almost threefold in first eight months. Established regular columns in place of flimsy, syndicated content.

## **Freelance Writer and Photographer**

*various locations // 2010-2014 // list of regular clients and work included:*

- Doreen Mashika // Zanzibar-based high-end fashion design // copywriter & editor
- Bongo Flava Foods // Dar es Salaam-based new food concept // commercial photography
- Mealdish.com // Australia-based meal planning website // regular contributor
- *Island Traveler* // China-based in-flight magazine // writer
- LoveRaw // UK-based organic food brand // copywriter
- GirlMeetsFood.com // Washington, DC dining website // regular contributor
- EaterDC // DC branch of national restaurant & dining website // interior & event photography
- HonestCooking.com, //online food magazine // regular contributor, long form article featured in tablet magazine
- eChinaCities.com // China expat web resource // Guangzhou city regular contributor

## **Cheesemonger, Righteous Cheese**

*Washington, DC // Oct 2012-May 2013*

- Worked closely alongside owner and manager, greatly contributing to early success of the shop. Wrote for the shop blog, helped write menu descriptions, and contributed to newsletter and online content. Righteous Cheese is located in DC's premiere 'foodie' destination, Union Market.

## **In-House Editor, INFACT Global Partners, Ltd.**

*Guangzhou, China // Feb 2011-June 2012*

- Edited and reviewed industry reports on factory practices in areas of social responsibility, HR, production, environment, and health & safety. Clients included major U.S. and European brands. Required strong communication and writing skills plus fluency in English and Mandarin.

## **Maitre d', Blue Hill NY Restaurant**

*New York, New York // Jan 2010-Nov 2010*

- Integral team member at Dan Barber's acclaimed New York City restaurant (winner of Outstanding Restaurant, 2013 James Beard Awards). Required high-level knowledge of food and sustainability plus excellent interpersonal and management skills.

## **Sales Assistant, David Zwirner Gallery**

*New York, New York // Front Desk Assistant Oct 2006-Dec 2007 // Sales Assistant Dec 2007-May 2009*

- Provided support to sales department at top NY contemporary art gallery. Gallery represents leading artists of the 20<sup>th</sup> and 21<sup>st</sup> centuries. Performed daily maintenance of inventory (thousands of works in archives), became gallery resource for Filemaker program (Artbase).
- Gained important exposure to forming and maintaining client relationships. High-profile clients that required communication and upkeep. Also

handled extremely large capacity of inquiries, phone calls, and provided administration support for all departments.

### **Programs Assistant, 18<sup>th</sup> Street Arts Center**

*Santa Monica, CA // Administrative Assistant, Jan 2004-June 2004 // Programs Assistant, Aug 2005-June 2006*

- Designated liaison between 18<sup>th</sup> Street organization and Los Angeles Department of Cultural Affairs grant recipients. Coordinated series of artist workshops focusing on production resources and business skills, and supervised program-end survey intake and analysis.
- Provided support to art education program. Organized and aided an after-school program teaching art and dance alongside LA-based artists.

### **Skills:**

- **Language:** Fluent in spoken Mandarin (moderate fluency in reading and writing). Basic knowledge of Spanish, Italian, Swahili.
- **Computer:** Adept with Microsoft Office programs and key programs of Adobe Suite- Filemaker, Photoshop, Illustrator, Lightroom, Premiere Pro. Comfortable with HTML with interest in programming and capable of basic graphic design skills.
- **Media:** Experienced with blogging platforms (Wordpress, Squarespace, Tumblr, Blogger) and all social media networks including Facebook, Twitter, Pinterest, Instagram, and various applications that apply to these systems. SEO and keyword proficient.
- **Photography:** Experienced with Canon digital systems. Excellent post-production skills.
- **Personal:** Fast learner, organized, excellent communicator, always friendly. Able to multi-task and able to self-motivate. Very attentive to detail, punctual, and neat. Strong reading and writing skills.