

Tonian K. Lindo

Top brands worked with:

Jamaica Gleaner/Jamaica STAR
2019-2021

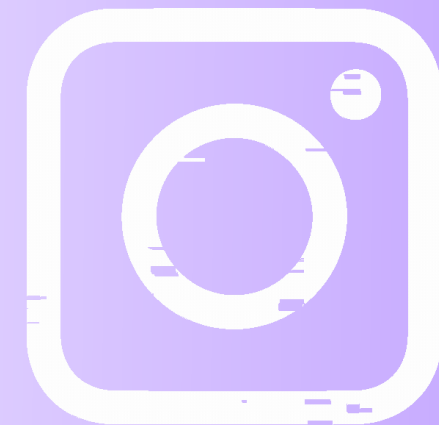
IRIE FM 2015-2018

Reggae Sumfest 2011-2013

Jamaica Jazz 2012

Managed engaging social media profiles with creative copy, and compelling content which lead to massive consistent growth in following for all pages!

**SOCIAL
MEDIA
CONTENT CREATION**





Social Media Templates

Designed templates for the presentation of print media stories on social media

#StarNews

SINGLE MOM HAPPY TO BE OUT OF LEAKY HOME



The STAR

Read more | jamaica-star.com  @thejamaicastar   @jamaicastar

#StarNews

MURDER TRIAL INVOLVING MAVADO'S SON UNDER WAY



The STAR

Read more | jamaica-star.com  @thejamaicastar   @jamaicastar

#LatestNews

HEALTH MINISTRY CONCERNED ABOUT RISE IN COVID POSITIVITY RATE



The STAR

Read more | jamaica-star.com  @thejamaicastar   @jamaicastar

#StarNews

MORE WOES FOR JENNIFER MESSADO



Read more | jamaica-star.com @thejamaicastar @jamaicastar

NO LONGER WELCOME!

Craig bans Kyle from his house



#StarSports

Read more | jamaica-star.com @thejamaicastar @jamaicastar

#StarEntertainment

ENTERTAINMENT PLAYERS STAYING POSITIVE

Stakeholders, Government to collaborate
on strategic planning for sector reopening



Read more | jamaica-star.com @thejamaicastar @jamaicastar

#StarEntertainment



BOUNTY DISLIKES 'TRAP DANCEHALL' LABEL

Read more | jamaica-star.com @thejamaicastar @jamaicastar



BRICK & LACE SINGER WELCOMES BABY GIRL

Nyla also announces
Love Is Wicked merchandise



Read more | jamaica-star.com @thejamaicastar @jamaicastar









SPORTS

THOMPSON-HERAH BELIEVES 200M WORLD RECORD MORE ACHIEVABLE

SWIPE
— UP

The STAR

**YOUR CURRENT BATTERY % =
A PERFORMANCE FOR MOM**

		
0-20%	21-40%	41-60%
		
61-75%	76-90%	91-100%

#StarChat

The STAR

**TYPE A PHRASE JAMAICANS
🇯🇲 SAY INSTEAD OF
'I LOVE YOU'**

comment below

Read more | jamaica-star.com  @thejamaicastar   @jamaicastar

**More
Templates**

The STAR



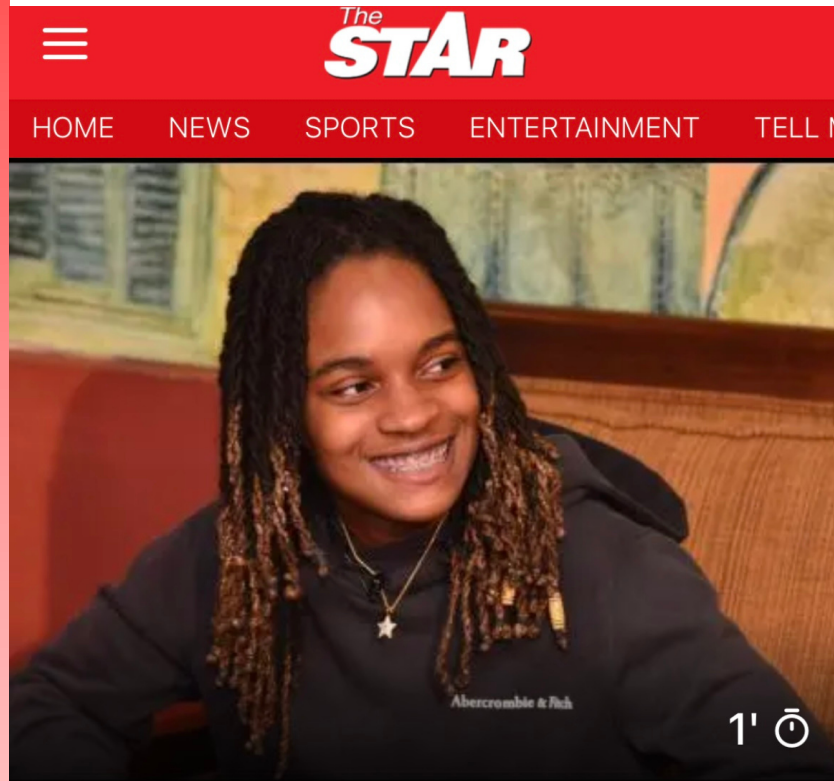
#ChampsFlashBack

GUERRILLA MARKETING

LIME furious over Digicel's advertising hijack at Champs

Latest news stories reel

A few of the stories I wrote and added to latest news via a web content management system

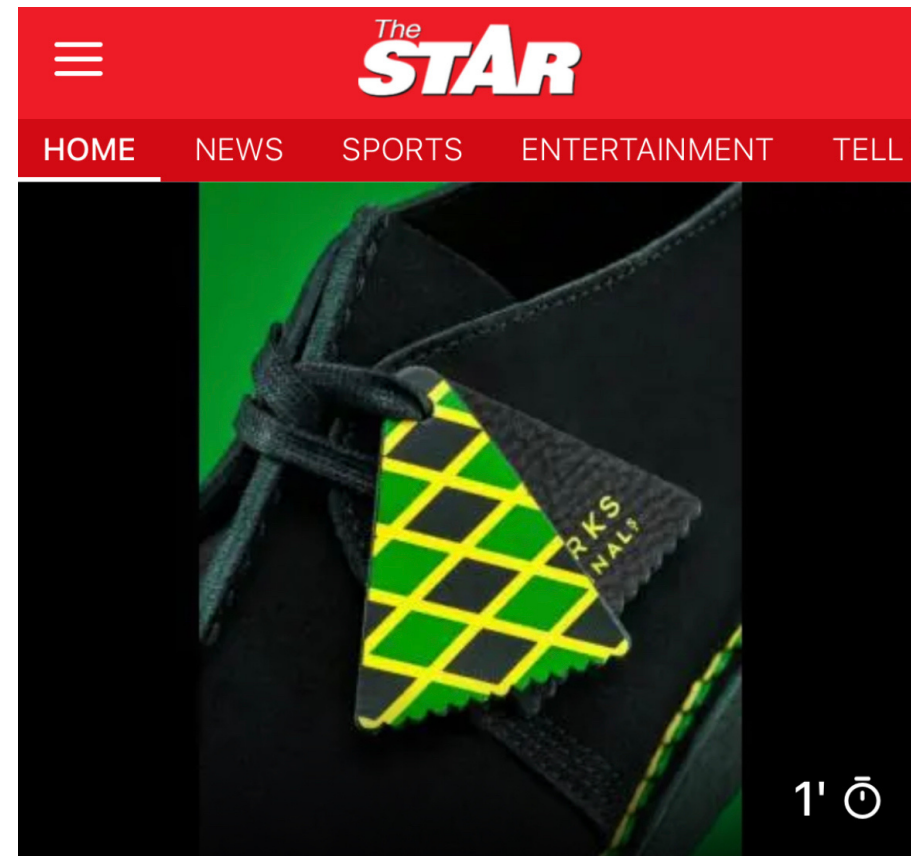


ENTERTAINMENT

Koffee's 'Lockdown' wins Outstanding International Song at NAACP image awards

March 26, 2021

Jamaican Grammy-winning sensation Koffee has secured another major award as her hit single 'Lockdown' won



NEWS

Brand new Jamaican Clarks pon foot, Clarks releases Jamaican inspired collection

March 16, 2021

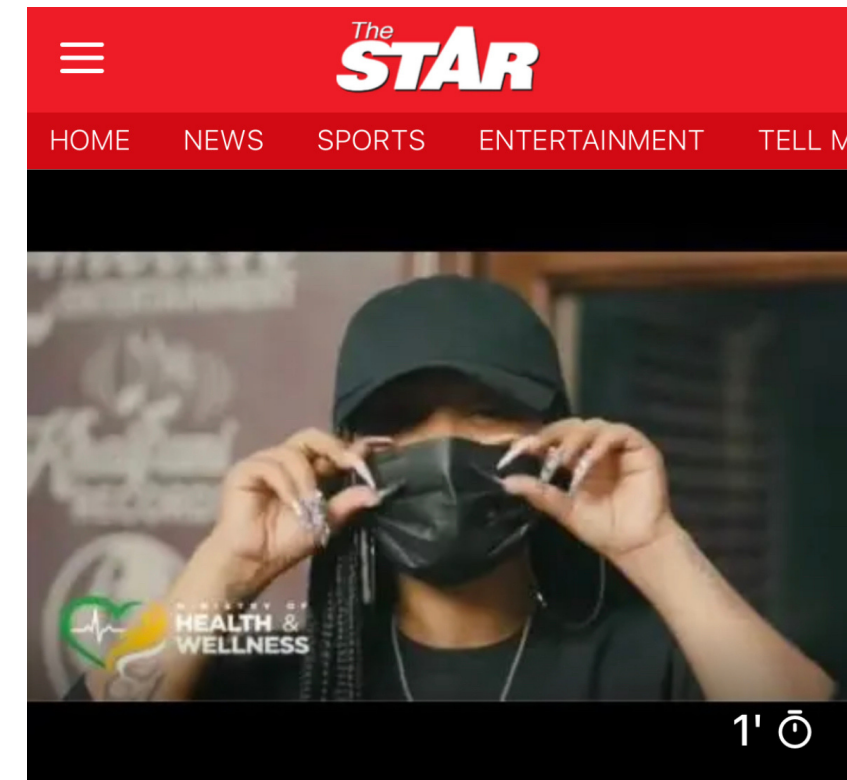


ENTERTAINMENT

'I'd want my money back', Tanya Stephens not pleased with political dancehall dubs

August 15, 2020

As Jamaica's election campaign continues to heat up with candidates



📷 Screenshot of Shenseea showcasing her mask, during a new

ENTERTAINMENT

Shenseea joins COVID-19 public health campaign

February 06, 2021

Dancehall singjay Shenseea, has joined the Ministry of Health and Wellness in urging Jamaicans to protect themselves and adhere to the current COVID-19

Social Content Creation

Designs and content from
conception to delivery



WHAT'S YOUR REGGAE NAME?

Use your first initial to get your first name

A. RAS	N. DOCTOR
B. DON	O. JUNIOR
C. BONGO	P. DADDY
D. NATTY	Q. MEGA
E. IRIE	R. SUGAR
F. BURNING	S. GENERAL
G. PRINCE	T. VYBZ
H. BUNNY	U. TOOTS
I. ADMIRAL	V. FATHER
J. SHABBA	W. SLY
K. RASTA	X. IYAH
L. JAH	Y. MASTER
M. KING	Z. DRE



www.iriefm.net

Use your birth month to get your last name

January. TA FARI	July. ROOTS
February. MARLEY	August. STAR
March. GONG	September. FYAH
April. PROPHET	October. CULTURE
May. TEACHA	November. DREAD
June. LION	December. VIBRATION



10 Things Jamaican Teachers Say

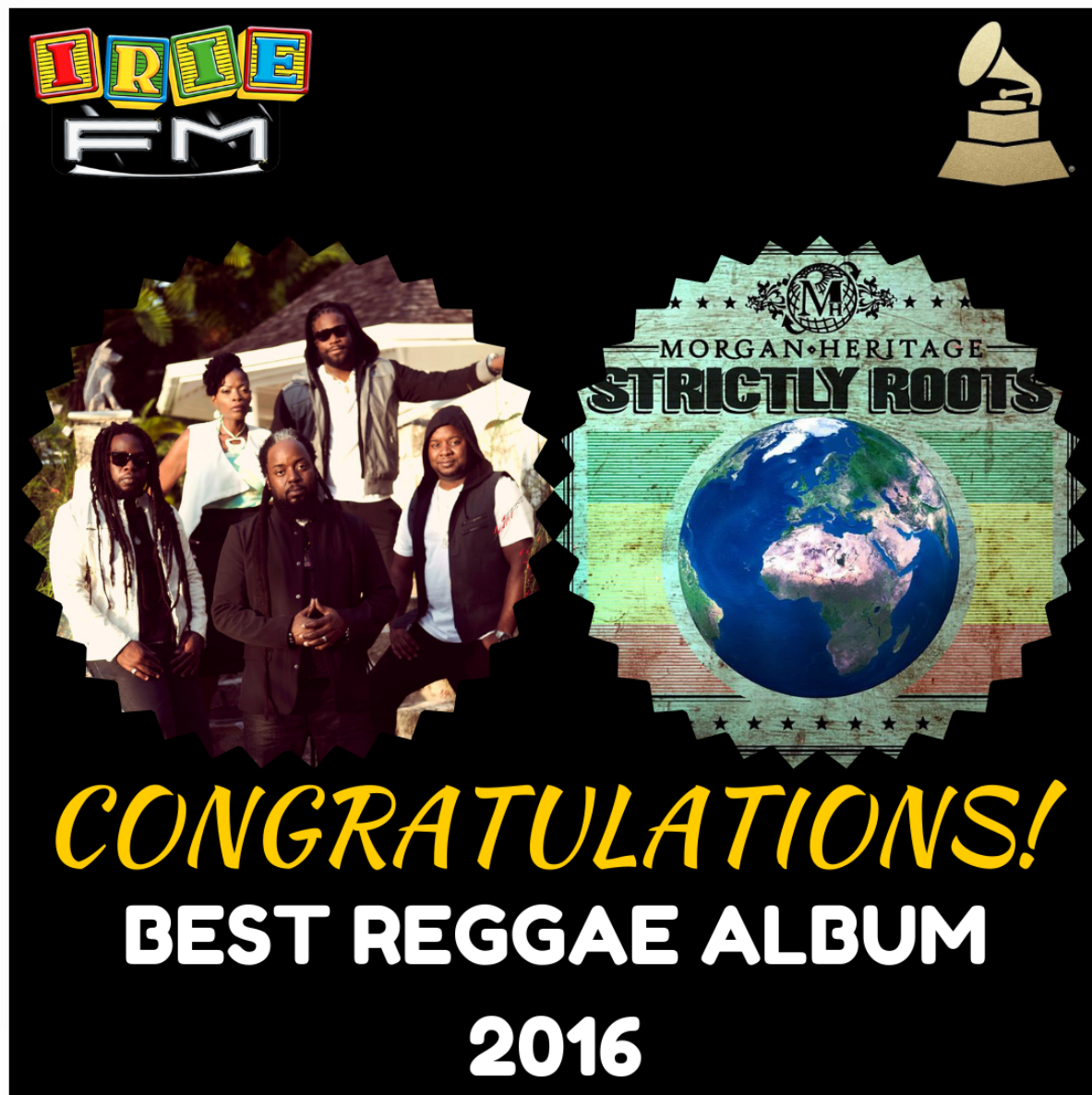
1. Is the worse set a pickney them yah me ever teach
2. It look like stick bruck inna unnu ears
3. Is wah kinda crab toe writing this
4. All who cyaa hear mus feel
5. Stay deh gi laugh fi peas soup
6. Is this a market or a classroom?
7. Hope uno know uno book like how uno know song
8. Please come and tell the class what's so funny
9. Put this in the back of your brain
10. Guh Siddung! Unnu complain too much



www.iriefm.net

Social Content Creation

Designs and content from
conception to delivery



**YOU GET TO GO SHOPPING FOR ONE
DAY WITH ONE OF THESE LADIES**



WHO ARE YOU ROLLING WITH?

WHAT DO THESE ALBUMS HAVE IN COMMON?



Social Content Creation

Designs and content from
conception to delivery



READING IS TO THE
MIND WHAT EXERCISE
IS TO THE BODY

READ ACROSS JAMAICA DAY

**HEALTHY CHILDREN BUILD A
STRONGER NATION**



THIS DAY IN MUSIC



**1978 - Bob Marley unites Prime Minister Michael Manley
and Opposition Leader Edward Seaga on stage at the
One Love Peace Concert**

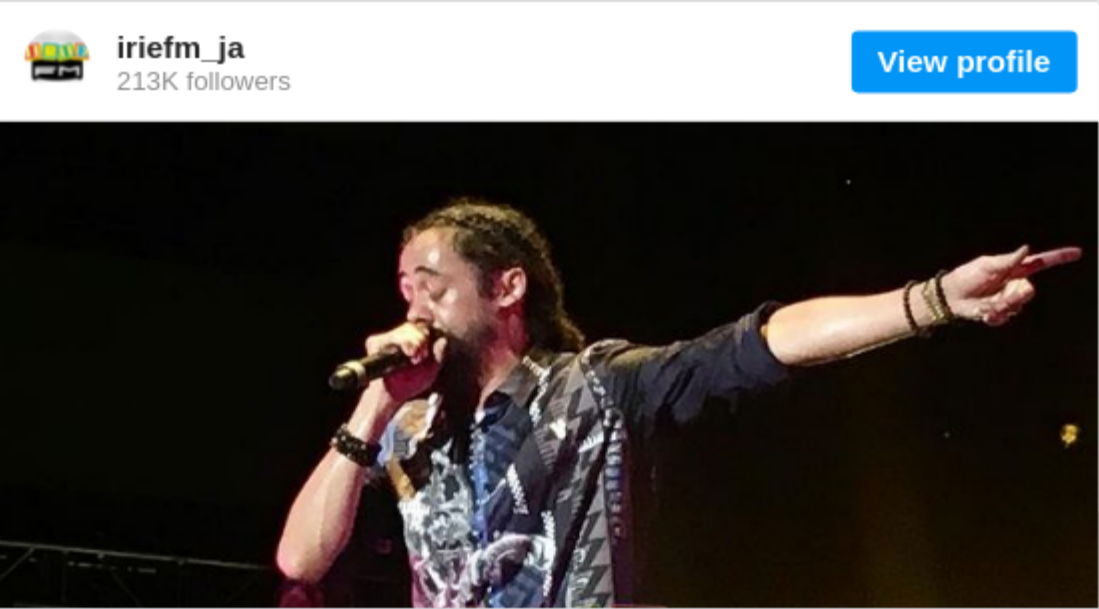
CONGRATULATIONS



**Yohan Blake, Usain Bolt, Asafa Powell and Nickel Ashmeade
Win Gold in Mens 4X100M Relay at Rio 2016 Olympics**

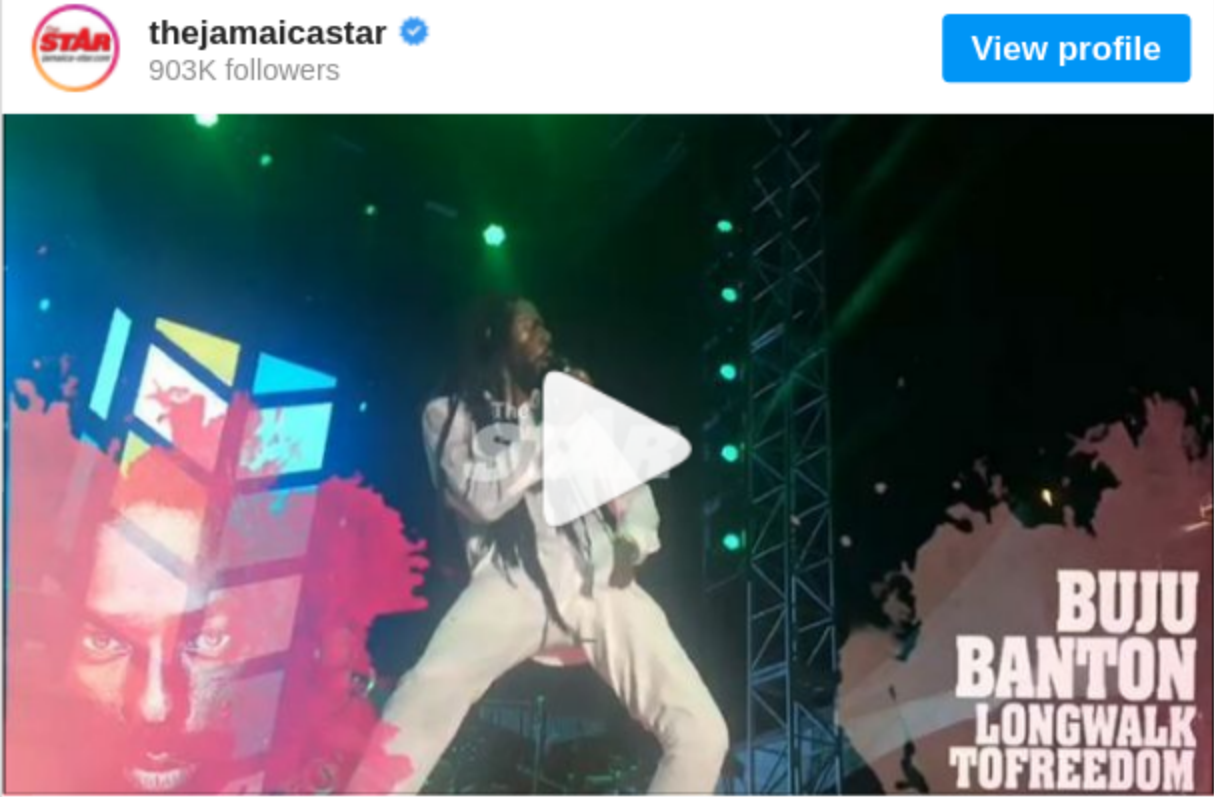
USAIN BOLT CREATES HISTORY AS THREE TIME OLYMPIC TRIPLE SPRINT CHAMPION!

Examples of eye-catching photo and video content captured for social media



 **Reggae Sumfest**
@reggaesumfest

@TreySongz doing his thing on stage !



[View more on Instagram](#)

♡ 💬 ↗
4,102 likes

Add a comment...



[View more on Instagram](#)

♡ 💬 ↗
871 likes



[View more on Instagram](#)

♡ 💬 ↗
447 likes



Cheers to a decade!

of social media management...

Big up to Marcia McDonnough and Reggae Sumfest, that experience definitely put me on the map!
Social copy by yours truly...



Reggae Sumfest
@reggaesumfest



Can't help but wait? It won't be much longer just
promise us no heart attacks when [@TreySongz](#) hits
the stage any minute now! [#reggaesumfest](#)

5:42 AM · Jul 21, 2012



Tonian K. Lindo