

Calisa Paulson

Chaguanas, Trinidad & Tobago | +1 (868) 293-0521 | calisap@lexicalcreations.com | [linkedin.com/in/calisapaulson](https://www.linkedin.com/in/calisapaulson)

CAREER SUMMARY

Founder and sole proprietor of **Lexical Creations**, a brand storytelling company providing compelling stories to help clients engage their audiences across a variety of platforms.

A versatile and detail-oriented strategic communications professional and copywriter, crafting compelling narratives that resonate with audiences. Leveraging 14 years of experience in the areas of **corporate communications**, **public relations**, **digital project management**, **website management**, and **digital content production** with a variety of local, regional, and international organisations to work collaboratively with all clients across an assortment of industries.

SKILLS AND STRENGTHS

- **Content Strategy:** A strategic approach to language ensures that content meets quality standards while aligning with broader communication and marketing goals.
 - **Digital Content Production:** Skilled in providing concepts, copy, and creative direction for digital and website content, ensuring polished, professional, and aligned results.
 - **Copyediting and Proofreading:** Meticulous attention to detail in reviewing and editing written content for precision, clarity, and adherence to industry standards.
 - **Media and Corporate Communications:** Strong background in media and corporate communications, with the ability to create compelling narratives that resonate with diverse stakeholders.
 - **Public Relations:** Proven track record in public relations, building and maintaining relationships with clients, media, and other stakeholders.
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PROFESSIONAL ACCOMPLISHMENTS

- Officially launched Lexical Creations in 2022, serving local, regional, and international clients, including **TAPSEC**, **Hacoet Social Innovation Solutions**, **Templet**, and a variety of Templet's clients, including **Liberty Networks**, **Flow Business**, **C&W Business**, **Frontier**, and **Calix**.
 - Implemented and managed processes that **improved production performance twofold** (per identified KPIs) in five months at Caribbean Ideas Synapse.
 - Successfully facilitated the launches of a **custom-built media centre** and **new website**; created the first-ever **strategic corporate communications plan** at the **Ministry of Finance**.
 - Skilled **client management** of the **Digicel T&T PR** account formed the basis of a **two-year consultancy** servicing regional and national clientele, including the **Caribbean Premier League**, **TSTT**, and the **Caribbean Telecommunications Union**.
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WORK HISTORY

Lexical Creations • Owner/Proprietor 05/2021 - Present
Chaguanas, T&T

Launched and managed Lexical Creations, providing effective communication strategies and engaging content for clients across various industries, including sustainable development, telecommunications, and cultural development. View my portfolio [here](#).

Caribbean Ideas Synapse • Production Manager 04/2020 - 05/2021
Port of Spain, T&T

Improved production performance twofold within five months by developing and leading innovative initiatives. Managed production and project planning agency-wide for an in-house creative team of 16 (plus multiple freelancers), contributing to the company's success in serving local and regional clients with excellence.

Ministry of Finance • Corporate Communications Manager 09/2019 - 03/2020
Port of Spain, T&T

Enabled the Ministry to improve public engagement and awareness by developing and implementing innovative marketing and communications strategies that effectively represented the Ministry's interests. Led a team that efficiently and effectively represented the interests of 17 Ministry divisions.

Unicomer Caribbean • Country eCommerce Officer 01/2018 - 09/2019
Freeport, T&T

Achieved 61% sales growth year-over-year through strategic planning and promotional execution while managing eCommerce sites for two markets.

Corpus Christi College • Teacher 09/2016 - 11/2017
Diego Martin, T&T

Improved academic performance and student engagement while delivering the English Language Arts and Literature curricula to students in Forms 3, 4, and 5.

Communications Specialist, Multiple Contracts, 2014-2016

Telecommunications Services of T&T (TSTT), Barataria, T&T • Technical Writer 06-08/2016
(Two-month contract) Enhanced the efficiency of TSTT's Request for Proposal (RFP) bidding process through technical editing services, resulting in improved bid quality and response times.

Caribbean Telecommunications Union (CTU), Woodbrook, T&T • Comms Specialist 11/2015-05/2016
(Six-month contract) Improved user experience and engagement by developing and updating technical content for the CTU's website.

Baby Babble Network (BBN), Petit Valley, T&T • Social Media Manager 2015-2016
Blogged and managed social media platforms from inception, resulting in significant growth in followers and organic reach.

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Toucan/Webfx, Maraval, T&T • Digital Content Producer 12/2014-06/2016

Contributed to increased brand awareness and customer engagement for multiple local and regional clients by creating engaging social media content for companies including (but not limited to): **Courts, Carib, Caribbean Airlines, GraceKennedy, and National Baking Company.**

Caribbean Premier League T20 (CPL T20), Woodbrook, T&T • PR/Media Executive 05-07/2015

(Two-month contract) Managed public relations and media activities for T&T, leading to sold-out matches and positive press coverage.

Caribbean Premier League T20 (CPL T20), Woodbrook, T&T • PR Manager 07/2014

(One-month contract) Facilitated media relations and player liaison, contributing to positive press coverage of the tournament.

Trinidad and Tobago Radio Network (TTRN) • News Editor 06/2012 - 03/2014

Woodbrook, T&T

Ensured quality programming and audience satisfaction during sponsored slots by consistently compiling and delivering clear, accurate, succinct, and prompt news content for the three stations under Trinidad and Tobago Radio Network Ltd.

Sandra Welch-Farrell & Company (SWF & Co.) • Communications Officer 02/2011 - 05/2012

Woodbrook, T&T

Provided effective communications services to clients such as **Digicel Trinidad and Tobago Ltd.**, including, but not limited to: media relations, corporate writing, public relations, and event management.

The Sport Company of T&T (SPORTT) • Corporate Communications Officer 07/2009 - 10/2010

Port of Spain, T&T

Contributing to improved public engagement and awareness of sports initiatives through various communications tasks, including, but not limited to: media relations, corporate writing, public relations, and event management.

EDUCATION

Bachelor of Arts, Literatures in English, University of the West Indies, St. Augustine