

Jacqueline Marie Wilson Asheeke, MA, BA  
jw.asheeke@gmail.com; Facebook – Jackie Wilson Asheeke  
2106 Willow Way, Wilmington, DE, USA  
See writing samples: aetcnamibia.blogspot.com

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## **Senior Editor/Writer/Proofreader**

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### **Professional Summary**

Experienced professional writer and editor – written or edited over 4,000 columns, articles, eBooks, regular books, online content, summaries, briefs, reports or speeches. Skilled in SEO writing, AP Style, Chicago Manual of Style, Grammarly, and Hemingway. Former Senior Editor of a newspaper and magazine, MA and BA, well-travelled, value-add to any entity. Dependable mature worker, upbeat, steady, and even-tempered.

### **Areas of Expertise/Core Competencies**

Editing & Writing  
Proofreading & Fact checking  
AP Style & Chicago Manual of Style  
Research & Analysis  
Headings & Photo Captions  
Journalism  
Strategic planning  
Online Posts, Blogs and Websites  
Project Management  
Team Leadership  
Microsoft Office: Excel, Word, and PowerPoint  
Grammarly & Hemingway

### **Work Experience**

**Senior Editor, Windhoek Observer** ([www.observer.com.na](http://www.observer.com.na)), Windhoek, Namibia

October 2015 to January 2021

Provide leadership and oversight of editing, editorial topic selection, production of Windhoek Observer weekly newspaper, online daily e-paper, and bi-monthly magazine, Observer Connect. Supervise reporters, freelance writers, cartoonists, photographers, design and layout specialists and delegate daily assignments. Research current news, develop story ideas, and compose all newspaper editorial material. Complete fact checking to ensure story accuracy and utilize contacts with people all over Namibia from all backgrounds and sectors to obtain expert opinions, conduct interviews, and collect quotes. Perform speechwriting and ghost writing for specific officials or people discussing issues off-the-record. Write and edit real time content for

social media. Train and supervise staff in industry best practices and create content for signature column, "Shout Out."

**Key Accomplishments:** Effectively managed slow deadline adherence by increasing editorial team's work speed and accuracy. This reduced penalties for late submission to printers. Doubled positive public response to editorial pages; received increased direct feedback from top government officials (including Head of State, Members of Parliament) on main editorial and signature column.

### **Small Business Mentor and Trainer**

Namibian Ministry of Trade and Industry

2011-2015

Work with tourism related small business owners, preparing them for entry into the industry and/or advancement of their business plans - target women entrepreneurs entering the sector, Writing/editing business plans. Statistics and data analysis. Teaching SMEs how to analyze data. Counselling and training on presentations to investors and financial institutions. Coaching on work ethic, self-confidence and self-image for women and marginalized entrepreneurs

### **Additional Experience:**

Chief Executive Officer (CEO)

2004-2011

Federation of Namibian Tourism Associations (FENATA)

Increased income to the association from N\$360,000 annually to over N\$3.2 million in three years. Increased participating tourism association members from 7 paying board directors to 12. Lifted visibility of tourism industry from adversarial relationship with government officials to partnership agreements between private sector and various ministries, the cabinet and the President of Namibia.

- Advocated for and represented the interests of the private sector of the Namibian tourism industry
- Wrote all media releases, columns on tourism, content on tourism books and reports
- Marketed tourism at international trade fairs
- Wrote, evaluated and submitted grant proposals
- Worked as a liaison with donors and development partners
- Worked with the Namibian government as a liaison for industry legislation and regulatory concerns
- Facilitated government and private sector workshops
- Extensive international travel
- Negotiated sensitive business development issues, sales contracts, trouble-shooting
- Extensive media work, television, radio, print media, (blogger - [aetcnamibia.blogspot.com](http://aetcnamibia.blogspot.com))

- Worked with Community Based Tourism development in rural areas
- Worked on conservation and wildlife management issues

**Key Accomplishment:**

- Recognized as Conservationist of the Year 2x by the Tourism Industry in the Republic of Namibia for success in uplifting community-based tourism development. Awarded for improving income to rural areas by promoting private sector partnerships and business relationships.

Education

**Master's in International Affairs**

American University School of International Service - Washington, DC

**Bachelor's in International Studies**

Earlham College - Richmond, IN

**Languages**

French (basic), German (elementary)