



JADENE HARTLEY

Story Architect | Building Scalable & Engaging Next-Gen Learning Experiences

Passionate content leader with a proven track record of building and leading high-performing, multilingual teams. I excel at designing impactful and inclusive learning experiences that drive learner engagement, retention, and skill development.

EDUCATION

Udemy

Certificates

- ◆ Content Writing
- ◆ SEO
- ◆ Copywriting
- ◆ Content Marketing

2020-2021

Red & Yellow Creative School of Business

Certificate

Digital Marketing & Media

July 2020

CityVaristy School of Media and Creative Arts

Certificates

- ◆ Screenwriting
- ◆ Camerawork & Lighting
- ◆ Digital Video Editing
- ◆ Vocal Training for Radio

2016-2017

Bachelor of Arts

Professional Acting For Camera & Theatre Studies

2015-2018

CORE SKILLS

- ◆ Content Strategy & Development
- ◆ Data & Analytics
- ◆ Project Management
- ◆ CMS & LMS Expertise
- ◆ Creative & Design
- ◆ Collaboration & Communication

LANGUAGES

English	◆	◆	◆	◆	◆
Afrikaans	◆	◆	◆	◆	◆
Spanish	◆	◆	◆	◆	◆
French	◆	◆	◆	◆	◆



PROFESSIONAL EXPERIENCE

TRACE TV (JOHANNESBURG, SOUTH AFRICA)

Learning Team Leader & Anglophone Editor-in-Chief
March 2023 - Current

Anglophone Editor-in-Chief
October 2022 - March 2023

- Led a multinational 14-person content team (Francophone, Lusophone, Anglophone), alongside 12 freelancers, to achieve a 40% productivity boost through fostering collaboration and skill sharing, resulting in faster content delivery and increased client satisfaction.
- Spearheaded continuous improvement in content formats, audience targeting, and quality. Reduced Anglophone content errors by 95% through rigorous validation and adaptive learning processes.
- Leveraged data to streamline development workflows, achieving a 50% reduction in timelines and costs. Established scalable and adaptable content processes for sustained growth.
- Oversaw and collaborated with Global Fortune 500 companies to create 286+ inclusive courses, driving 800k+ app downloads. User engagement surged, with badge obtention rates jumping from 8% (previous format) to 57%, demonstrating the effectiveness of the improved content in educating and motivating learners.

TRACE TV (JOHANNESBURG, SOUTH AFRICA)

Lead Scriptwriter & Editorial Strategist
October 2021 - October 2022

Senior Scriptwriter
March 2021 - October 2021

Co-founded the Editorial Hub, spearheading a 40% increase in the volume of high-quality, multilingual eLearning content (French, English, Portuguese) delivered globally. This initiative also achieved a 50% reduction in errors from content creators through improved training and processes, and a 30% reduction in content creation time and costs through streamlined workflows.

FREELANCE (MULTIPLE LOCATIONS)

Startup Content Strategist & Multimedia Content Creator
March 2019 - March 2021

Scripted & Live Content Producer
March 2018 - March 2019

Supported B2B and B2C business growth across diverse industries by providing SEO-optimised multimedia content development and strategy consulting. Specialised in crafting engaging content (including case studies, thought leadership, ghostwriting, and explainer videos) for SaaS & Tech Founders and startups, enhancing clarity, impact, and discoverability. Achieved a combined increase of 80+ qualified leads, a 15%+ rise in social media followers, and a 25%+ surge in website traffic within just 3 months.

Brought creative visions to life across different stages of production, including coaching talent, performing in, producing, and directing dynamic music videos, short films, and theatrical productions.