

H JONA KLIJN

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résumé.

Uncovering truth. It's the why in what I (we) do. And then conveying that fresh truth through language. As a writer, I know that this truth/narrative style of creative is also the key to aligning a brand with what's meaningful, and ultimately, what resonates, with users.

The thing is though, truth is a rare bird. Elusive. We need to know *where*—and *how*—to hunt. Know *how* to locate this thing. And then, when we are ready, know exactly *what* to do with it. My skills lie in developing that "how." Telling stories that matter in ways that inspire and delight, I utilize methodologies grounded in applied social and behavioral sciences to reveal the power of Human Truth, combining it with a passion for narrative and a firm grasp of creative strategy I advocate for positive outcomes, and grapple with complex problems while keeping an eye on the growth of the client, the brand, and the business. And it's disciples. Less conventional, less formulaic, more truth. Leading to better creative output.

CORE SKILLS

Creative Abilities:

Creative direction. Emotional inquiry. Advanced writing. Visual metaphor. Semiotics. Design Thinking. UX Writing. Narrative inquiry. Contextual inquiry. Digital ethnography. PR. Research. Copywriting. Script writing. Team mentoring. Information architecture. Data analysis. Presentations. Evaluative Language. And yes, **Storytelling**

Knowledge:

Linguistic development protocols. Context-aware platform creation. Behavioral analysis. Semantics. Contextual analysis. Natural language-in-context understanding and processing. Branding. Peer review. MLA, Chicago, & AP. Style manual and corporate lexicon development. Structural outline development. Digital design. In a word: **Agile**.

Software:

Mac OS, Adobe Creative Suite, Adobe XD, InDesign, Illustrator, Premiere Pro, Scrivener, PowerPoint, Filmora, Figma, Adobe AE, Adobe LR, Adobe LR.

WORK EXPERIENCE

• **Storytelling, Creative, Strategy and Research: BrandTrust, Chicago**

- Application of Appreciative Inquiry, Emotional Inquiry, Social Inquiry, Concept—and Contextual Inquiry.
- Application of Truth/Clarity/Action frameworks guiding the creative strategy team to apply discovered truths, driving change and, ultimately, achieve the desired goals for brand and business.
- Recognizing brand challenges and differentiating external equities, and developing appropriate strategy
- Identifying core cultural challenges and opportunities that align with desired internal/external equities.
- Identification of deep-seated customer needs as they search for experiences that matter to them.
- Identification of key drivers and barriers as presented by human behavior and behavioral challenges.
- Developing co-creation strategies also involving the user, leading to greater usable insights.
- Work across industries including pharma and financial.

- **Owner, Curator/Storyteller/Creative Director: Boyoyoboy! Thinkspace, Chicago**
 - Collaborated as strategic and design lead across the portfolio.
 - Developed successful published writing opportunities.
 - Created a successful platform, addressing business, brand, marketing, and user requirements.
 - Created a compelling visual and semiotic identity, attracting and resonating with customers
 - Developing new academic publications.
 - Extensive researching, compiling and preparing written information about subjects and projects.
 - Collaborating with institutions such as Harvard African Studies Centre, Peabody, and Radcliffe Institute.
 - Ensuring collections are properly preserved
 - Raising funds and grantsInterviewing, hiring and training staff and managing volunteers
- **Creative Director: Troublemaker & Burroughs Exhibitions DuSable Museum for African American History, Chicago**
 - Managed collection, recording, and cataloging artwork and items.
 - Researched works, documented, identified, and authenticated them.
 - Designed, developed, planned, and execute various exhibitions and wrote exhibition proposals.
 - Planned presentation and installation of artwork and objects.
 - Created labels and interpretive materials for artwork
 - Trained docents and other museum staff on the exhibition's presentation and information.
 - Played an active role in the community, publishing research and information to journals, and media.
 - Developed and oversaw educational programs and plans to cultivate donors for their organization
- **Head of Copy and Creative: The Strategy Factory Advertising & Media, South Africa**
 - Worked in tandem with Strategy and other departments to create exceptional work while remaining on brief.
 - Collaborated with art directors to create ideas and develop unique concepts.
 - 10+ years working in an advertising agency environment as a copywriter, across industries
 - Used Adobe Suite, Scrivener and Freehand to build and present creative work (articles, write ups, scripts etc.)
 - Mentored a team of junior and intermediate creative resources
 - Developed, conceptualized and wrote clear and persuasive copy for websites and all marketing channels
 - Reviewed, synthesized, and researched technically complex narratives
 - Developed a Grammar Bible for client accounts to ensure accurate and effective iterations along agreed-upon brand tone and voice.
- **Copywriter and Associate Creative Director: Associated Media, Cape Town, South Africa**
 - Wrote and edited in short & long form across materials and platforms, including digital, print and video.
 - Brainstormed, conceived, and executed content with full media team
 - Interacted with a variety of internal clients, forming successful partnerships across multiple areas of the company, including design, merchandising and buying teams.
 - Displayed collaborative spirit and creative flexibility to revise work as directed or needed.
 - Wrote and edited product knowledge materials for all Associated platforms.
 - Wrote and edited feature articles and review columns for all Associated publications.
 - Assisted in creating communications plans aligning communications along corporate objectives
- **Copywriter: Marcus Evans, Johannesburg South Africa**
 - Directed copywriting/design for the Summits division, across IT, CRM, Pharma and ERM industries.
 - Acted as thought partner during the creative process providing suggestions, strategy, and alternatives.
 - Developed and published content for print, online, and intranet.
 - A diverse portfolio demonstrating B2B storytelling resonates with executive audiences.
 - Worked with Art Directors, Production Designers, Brand Strategists
 - Contributed creative solutions to refine existing copy
 - Contribute to the education and development of a consistent brand voice for the entire team.

EDUCATION

- Harvard University, Cambridge, MA (2023)
MLB Liberal Arts in Extension Studies (GPA 3.94) Journalism, New Media, and Hermeneutics
- Harvard University, Cambridge, MA (2021/2022)
HES Faculty Aide
- Interaction Design Foundation
User Experience / UX Management / Design Thinking
- University of Cape Town Cape Town, South Africa
LM / Arts Management, Musicology, and Creative Writing
- University of Cape Town Cape Town, South Africa
Business Administration And Management (Diploma)
Labour Law (Diploma)

PUBLICATIONS

- [It's Your Fault Chicago](#), Harvard Talking Writing, 2020 (Essay)
- [The Bushman Susurru](#): Stories of Struggle. Stories of Hope (Book Forthcoming 2022)
- [Becoming Elektra—An African Tragedy in Three Acts](#) (Book Forthcoming 2022)

CONFERENCE PAPERS

- [Advertising, Apartheid, and Afrophobia](#), 2019
- [On Storytelling](#)—Mapping Ontology as Cultural Equalizer, 2021
- [Our World's Changed, Bro'](#)—Changing Masculinity during Covid-19, 2020

INVITED PRESENTATIONS

- Narrating Lives Conference on *Storytelling, (Auto)Biography and (Auto)Ethnography*, 2021, Malta
- The Fiction that Exploded: Ways of Digging Design, *International Journal of Film & Media Arts Vol 6* 2021
- War, Mortality and the Postcolonial Narrative in Africa, *Royallite Academic, Nairobi, Kenya*, 2021
- Afrofuturism and African futurism Speculative Fiction of Africa and the African Diaspora, *Philadelphia, PA*, 2021
- Advanced Copywriting and Content Architecture, *FutureLearn, London*, 2020

SEMINARS

- The Enduring Legacy of Slavery and Racism in the North: The Zealy Daguerreotypes, 2020
- Protest as Politics: African American Young Adults, Reimagining Democracy, 2021
- Changing Carceral Systems through Compassion, at *Harvard Radcliffe Institute for Advanced Study*, 2021
- African History and Economics Series of Workshops, at *Harvard University Center for African Studies*, 2020
- Literature Review, Evaluation, and Peer Review, at *HES, Harvard University*, 2019

SERVICE AND AFFILIATIONS

- Curator Troublemaker Digital 2021 *African Art Exhibition, DuSable Museum for African American History*
- The Human Library 2021, *The DuSable Museum for African American History*
- Harvard Radcliffe Institute for Advanced Study
- Harvard University Center for African Studies
- Harvard Extension Student Management and Finance Club (HESMFC)

COMMUNITY

- Founder Member of the *Harvard University Creative Writing Forum*
- Arts Editor for *The Big Issue*, a magazine to assist the homeless
- Founding Member for *StreetSmart*, an anti-hunger initiative
- *Swellendam Bursary Fund*, assisting students with funding for tertiary education

LANGUAGES

- English: Native Afrikaans: Native
- Dutch / Flemish: Advanced Knowledge
- German: Advanced knowledge
- French: Familiarity, 3 years study