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Company Profile

Mayers Media Inc. (MMI) is an award-winning content creation agency that provides video production and multimedia services in the Caribbean and the United States. Established in February 2012 by Managing Director and Chief Executive Officer Rachelle Mayers, MMI has an extensive portfolio including documentaries, television programming, commercials, corporate features and marketing campaigns.

MMI's services include brand strategy, social media content, copywriting, directing, producing and editing, audio/visual for conferences and live streams. Our history of clients include corporations, non-profit organisations, developmental organisations, Advertising and Marketing Agencies, governments and broadcast stations.

The organisation is also extremely proud to be behind productions that tackle issues within agriculture, climate change, energy, poverty risk reduction, socio-economic development and regional and international co-operation. Mayers Media has worked alongside organisations such as The World Bank, UNDP Barbados and the OECS, the European Union, the Government of Barbados, CARICOM, the Caribbean Development Bank and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

Documentary storytelling is Mayers Media's speciality and its work is seen across the region, with projects such as the and a documentary series highlighting the EPA/CSME standby facilities with the Caribbean Development Bank, the TAPSEC programme video feature with the GIZ, and more recently, videos featuring the stories of projects done over the 45 years through the partnership of the European Union and the Barbados Government.

Regionally, the company possesses a valuable network of experienced contractors, holding relationships with media associates (both production and PR) throughout the Caribbean and the United States. These countries include Trinidad and Tobago, Antigua and Barbuda, Saint Vincent and the Grenadines, Dominica, Jamaica among others.

Mayers Media's mission is to tell stories of our world with creativity, excellence and truth, through beautiful visuals and impactful content.

Rachelle Mayers (Director/Producer/Editor)

Rachelle Mayers is an award-winning multimedia professional from the island of Barbados with over 15 years experience in the media, video production and entertainment. Throughout her consultancy career she has created content for media entities like the Caribbean Media Corporation (Regional), Hype TV (Jamaica), advertising and marketing firms such as OGM Communications (Jamaica), G&A Communications (Barbados), and YDG web Marketing (USA), among others. Her expertise has also been utilised by over 50 corporations, including Red Bull and WWE in the United States and by NGOs and international agencies, such as UNICEF, the European Union, the Australian High Commission, the Caribbean Development Bank and by the governments of St. Kitts and Nevis, Antigua and Barbuda and Barbados.



She has led content creation projects for traditional and online media and has also managed teams to provide audio/visuals for conferences and live streams. One example is the UNDP Caribbean Development Report conference held in Barbados in 2016.

Rachelle's strengths include directing, video editing, strategy, concept development and copywriting and scripting for film, TV commercials and documentaries. She holds a Bachelor of Science degree in Film, a Bachelor of Arts in Linguistics and an Associate degree in Mass Communications. Her well-rounded experience has served her well in the industry and she has carved a reputation of professionalism, precision and creativity.

RELEVANT EXPERIENCE

(August 2021 - Present)

Project: Content Creation

Organisation: The TAPSEC Programme

Client: The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH or GIZ

- Provide Audio Visual Assistance for projects
- Video production services

(September 2021 - Present)

Project: Content Creation and Training

Client: The European Union Delegation to Barbados, Eastern Caribbean and the OECS

- Provide Audio Visual Assistance for projects
- Provide Training in content creation and social media
- Video production and design and artwork services

(April 2021 - April 2022)

Project: Development of multimedia products to support the National Emergency

Management Organisation (NEMO) St. Vincent and the Grenadines

Client: The World Bank

- Creation of PSAs for Generic Disaster Management Messaging
- Create videos for Social Media Dissemination
- Script and concept development support
- Creation of a documentary feature on the NEMO response to the Volcanic Eruption of La Soufrière

(January 2022)

Project : UNICEF Youth Engagement Forums on COVID 19 Vaccination and a Safe Return to School

Client: UNICEF - Eastern Caribbean

- Curate 3 virtual focus groups in Saint Vincent & The Grenadines, Barbados and Trinidad and Tobago
- Recruit Participants ages 14 to 18 years of age
- Write and submit a detailed report with findings from focus group and recommendations for communications

(December - April 2022)

Project: Video production of communications materials

Client: United Nations Environmental Programme (UNEP) Cartagena Convention Secretariat

- Create a 10 -15 minute 35 Anniversary Video for the Secretariat
- Create a 5 part Video series on the impacts of Sargassum

(January - April 2022)

Project: Communication Materials on COVID- 19 and Vaccinations

Client: Ministry of Health and the Inter-American Development Bank

- Write and produce 2 radio PSAs
- Write and produce 3 Videos for Social Media

(November 2021)

Project: Caribbean Sustainable Energy Forum (hybrid conference)

Organisation: CARICOM Energy Unit

Client: The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH or GIZ / Caribbean Development Fund

- Event Coordination of the regional conference including stage, decor and audio/visual services
- Event coverage and live streaming of the 4 day event
- Creation of visual assets for the event and online platforms

(November 2021)

Project: CARICOM Energy Month

Organisation: CARICOM Energy Unit

Client: The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH or GIZ

- Produce Videos for social media and presentations
- Conduct lives streams for virtual events including Green Table Talk and Illuminate

(October 2021)

Project: Guyana Power and Light Ltd IUS Pilot Programme Launch Video

Client: The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH or GIZ

- Edit the launch video
- Film and edit remarks from TAPSEC Lead, Simon Zellner.

(July 2021)

Project: UNESCO Trancultura programme's Caribbean Jazz Connection

Client: Mario Porchetta

- Provide Video Crew to capture and record all performances by the musical band representing Barbados.
- Stream the shoot/recording for the project managers' viewing from Haiti
- Provide stage and lighting
- Conduct interviews for the project edit
- Edit the Barbados performance which was then compiled by project organizers with the other island contributions for a complete package programme for broadcast.

(March 2021)

Project: Produce Bonaire Government/Chamber of Commerce Video

Client: The World Bank

- Script development
- Edit highlight / call to action video from existing footage to create video

(March 2021)

Project: Create Radio PSAs

Client: The Healthy Caribbean Coalition

- Re-edit and add graphics to existing videos
- Script Development Support
- Voice Over Talent recruitment
- Direct and producer radio ads for regional market

(March 2021)

Project: Climate Promise Project - International Women's Day Video

Client: The United Nations Development Programme (UNDP)

- Interview (virtually) UNDP representatives across the Caribbean
- Edit interviews into a 2 minute video the women with the development space

(November 2020)

Client: CARICOM

Project: CARICOM Energy Month Virtual Launch

- Produce the Virtual Launch
- Collaborate the CARICOM Energy team to conceptualise and format the proceedings
- Technical support of launch recording and Live stream
- Creator and editor of video assets and graphics for the launch

(August 2020 - March, 2021)

Project: Visibility Campaign: The European Union and Barbados Co-operation.

Client: The European Union Delegation to Barbados, Eastern Caribbean and the OECS

- Conduct Stakeholder audits Interviews
- Create and present a visibility campaign strategy
- Execute campaign materials including artwork, factsheet/ infographic and videos

(October - December 2020)

Project: Creating Communication Videos for the Caribbean Resilience Project

Client: The International Labour Organisation (ILO)

- Interview (virtually) ILO representatives across the world
- Edit interviews into four 5 - 7 minute videos for the ILO's Social media platforms

(August- December, 2020)

Project: Creation of marketing materials for rebranding

Client: Dianne N Squires Consultancy

Organisation: Saint Vincent and the Grenadines Financial Services Authority

- Design an E-guide, logo and produce two (2) marketing videos.
- Creation of Animated explainer video

(March, 2020)

Project: Virtual Video Series

Client: The World Bank

- Design, edit and package interviews conduct via Zoom meeting by World Bank stakeholders in a video series to be distributed on social media. The series spoke to resilience and disaster management during the COVID-19 pandemic in countries such as Saint Lucia.

(Sept- November 2019)

Project: The TAPSEC Programme

Organisation: Technical Assistance Programme for Sustainable Energy in the Caribbean (TAPSEC)

Client: The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH or GIZ

- Producing, Directing, Filming, Writing, Editing
- Film in Barbados, Montserrat, St. Vincent and Grenadines and Miami
- Edit footage into an 8-minute video feature

(Sept- November 2019)

Project: Caricom Energy Video

Organisation: CARICOM

Client: The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH or GIZ

- Producing, Directing, Filming, Writing, Editing
- Film in Barbados, Montserrat, St. Vincent and Grenadines and Miami
- Edit footage into a 10-minute video feature

(October 2019)

Project: Smart Barbados Week Event Coverage and Live Stream

Organisation: The Ministry of of Innovation, Science and Technology (MIST), Government of Barbados

- Provide Video Crew to capture and record all sessions and activities of the launch and 4 day conference
- Conduct the live switching and streaming the Internet Governance Forum
- Conduct interviews and film stylistic B Roll for highlight videos
- Edit 10 recap videos of the event

(May - June 2019)

Project: Climate Action in the Caribbean

Client: Caribbean Development Bank

- Directing, Filming, Editing
- Film projects in St.Lucia, Belize and Jamaica
- Edit footage into 3 short documentaries and 1 long-form documentary

(May 2018)

Project: Understanding Risk Caribbean Conference Launch Video

Organisation: the Global Facility for Disaster Reduction and Recovery (GFDRR), The World Bank, CDEMA, The European Union

Client: The World Bank

- Produce Video to be presented at the Launch of the UR Caribbean Conference 2019
- Film and interview persons affected by natural disasters in the Caribbean
- Coordinate all travel and interviews

(March – June 2018)

Project: EU Visibility Campaign in St. Kitts and Nevis

Producing, Directing, Filming, Editing, Copywriting and Photography

Organisation: Government of St. Kitts & Nevis (SKN) and the European Union

Client: SFa Communications

- Produce an E-Magazine highlighting projects done through the EU SKN partnership
- Provide all Photography for the Magazine publication
- Research each programme and write treatments for each video
- Coordinate the Video assets for the campaign
- Produce Video assets

(October- November 2017)

Project: Climate Action in the Caribbean

Organisation: Caribbean Development Bank

- Film and direct projects in Haiti, Belize and Jamaica
- Edit footage into 3 short documentaries and 1 long form documentary to be shown at the 2017 UN Climate Change Conference in Germany

(August 2016- August 2017)

Project: “Towards a Stronger Caribbean: The EPA & CSME Standby Facilities for Capacity Building at Work.”

Organisation: Caribbean Development Bank and The European Union

Client: DH Prism Communications

- Direct all video shoots in 7 Caribbean territories
- Edit footage into 15-part documentary series
- Co-Writing

- Film in various Territories: Barbados, Belize, Antigua and Barbuda, Grenada, Carriacou, Jamaica, Guyana and Suriname

(April 2017)

Project: Human Resource Development Strategy Milestone Ceremony: Awardees Stories. (10 stories of achievement shown at the Ceremony and on television)

Organisation: Barbados Ministry of Labour and the European Union

- Coordinate all shoots and logistics
- Filming
- Direct and interview all key stakeholders
- Story Editor in charge of narrative and messaging for 10 videos

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(September 2016)

Project: Caribbean Human Development Report 2016

Organisation: United Nations Development Programme

- Coordinate Live Streaming Services from Barbados
- Direct all coverage which went live on facebook, youtube and agency website
- Provide organisation with full recording for further dissemination

(October –November 2015)

Project: “ Say Something” - new Campaign for “Breaking The Silence”

Organisation: UNICEF (Eastern Caribbean) & OECS

- Write an original concept to bring awareness to Child Abuse in Sport,
- Copy Writing and Storyboarding
- Target 10- 18 and 18 – 25 age groups
- Create scripts for TV and Radio and storyboards to be tested across the Caribbean

(March- April 2013)

Project: Play to Stay Safe (child abuse in sports-related environments)

Organisation: UNICEF Barbados and the OECS

- Directed and produced the short film/ instructional DVD for training purposes.
- Casting over 7 children for the shoot.
- Location Management

(October 2012 –February 2013)

Project: AusAid in the Caribbean

Service: Editing

Organisation: Australian High Commission

- Editor of 4 short form documentaries on the initiatives funded by AusAid in the areas of social, economic and environmental development.

(April - October 2012)

Project: Awareness Campaign: The EU is here!

Service: Producing, Directing and Copy Writing

Organisation: European Union (Jamaica Delegation)

- Create the concept to highlight programs funded by the EU delegation in **Jamaica**.
- Produce and Direct a TV commercial for the Campaign
- Produce and Direct two short form documentaries showing the initiatives.
- Write scripts for the TV ads, documentaries and radio ads.
- Topics/ programs including Agriculture, Climate Change, Education and Urban development.

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(November 2011 - June 2012)

Project: Youth Voices – What Are We Fighting For? (Documentary)

Service: Consultancy, Directing and Editing

Organisation: UNDP Barbados & the OECS

- Consultancy under Rachelle Mayers of Mayers Media Inc
- Train 3 Inner city youth to interview and operate camera equipment to tell their own story of youth violence in their community
- Advise and mentor them on the direction of content of the film
- Edit the documentary for web and DVD distribution

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(August 2011– November 2011)

Project: R3I Project: Small Islands Addressing Hazards Service: Directing, Field Producing and Writing

Organisation: UNDP Barbados & OECS

Client: G&A Communications

- Consultancy under Rachelle Mayers of Mayers Media Inc
- Direct a documentary highlighting the initiatives of the Climate Change project R3I implemented by the UNDP Barbados & OECS.
- Film and conduct interviews in Aruba, Curacao, Cayman Islands, Anguilla and St. Maarten

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OUR WORK](#)

MAYERS MEDIA INC AWARDS

GOLD AWARD

THE ANGEL AWARDS, 2018

for excellence in public service advertising The American Advertising Federation Fourth District
Organisation and Cause Promotion

“Climate Change Action in the Caribbean” Client: The Caribbean Development Bank

SILVER AWARD

AAF’s Fourth District American Advertising Awards (ADDY) 2020

“Voices of Resilience” Client: The World Bank

SILVER AWARD

Caribbean Advertising Federation (CAF) Awards, 2020

“Voices of Resilience” Client: The World Bank

SILVER AWARD

THE ANGEL AWARDS, 2020

for excellence in public service advertising The American Advertising Federation Fourth District
Organisation and Cause Promotion

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