

FOUR FINALIZED EDITING, LLC

CASE STUDY

PROOFREADING AND
EDITING OF EXECUTIVE
BIOGRAPHIES

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INTRODUCTION

Client: RISE (Reaching Individuals through Support and Empowerment)

Service: Proofreading and Editing of Executive Biographies

Industry: Non-Profit / Community Development

OVERVIEW



RISE, a community-centered non-profit, sought to present its board of directors in a way that highlighted each individual's connection to the organization's mission—empowering underprivileged communities and fostering social equity. The goal was to ensure that each director's biography was both concise and authentic, reflecting their personal story while aligning with RISE's overarching vision.





RISE, a dynamic non-profit organization focused on empowering underserved communities, wanted to refresh the biographies of its board of directors. While the original drafts were heartfelt and detailed, they varied greatly in tone, structure, and length.

Each bio told an inspiring story — but together, they lacked a unified voice that reflected RISE’s shared mission of compassion, empowerment, and growth. RISE needed professional editing that could refine each bio for clarity, conciseness, and consistency, without losing the authentic voice of its leaders.

CHALLENGE



GOALS

GOAL #1: CONCISENESS

Streamline content to improve readability while preserving the unique essence of each director's background.

GOAL #2: VOICE CONSISTENCY

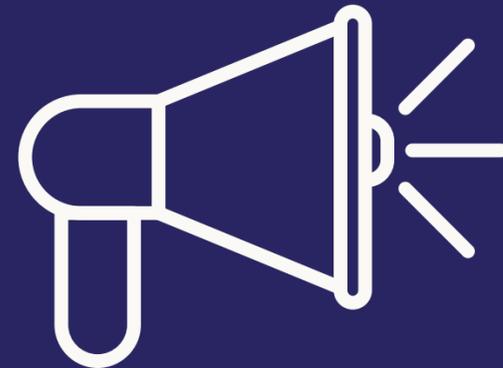
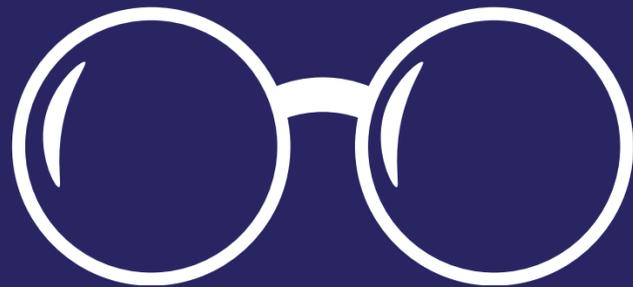
Establish a professional yet personable tone that aligned with RISE's compassionate and community-driven identity.

GOAL #3: MISSION ALIGNMENT

Emphasize how each director's experiences and values connect to RISE's goals of empowerment, inclusion, and service.



EDITING PROCESS



TACKLING GOAL #1

Each biography was edited to communicate the director's journey clearly and succinctly.

**IMPROVED
READABILITY**

TACKLING GOAL #2

The collection of bios was edited to reflect a unified tone that is professional, purposeful, and compassionate.

**ORGANIZATIONAL
VOICE & TONE**

TACKLING GOAL #3

The final product was assessed to ensure RISE's leadership team was presented as a cohesive group of changemakers dedicated to community upliftment.

**BRANDING &
STORYTELLING**

Meet the directors

Jonathan “Ninja Dan” St. Rose

About You Jonathan “Ninja Dan” St. Rose was born and raised in the community of Bagatelle, Marchand, Castries.

His primary education was at the Marchand combined school, ; he then attended the Castries Comprehensive Secondary School. Upon completion of secondary school, he ventured into the world of work. From a very young age he was determined to be someone of importance, who his family and community can be proud of. Growing up in a high risk area meant that job opportunities were scarce, yet he was determined to navigate the challenges of youth unemployment with a number of self-employment initiatives. He was sufficiently motivated and driven to emerge out of this period he refers to as a “black tunnel” and embarked on a career as a Soca artist. His formative years in the calypso arena was spent in Take over tent. Two years in, he recognised that his style was more Soca Ragga and created his own tent Energy Soca Stage which served as a platform for like-minded Soca artists to hone their craft. His exploits and success as a Soca artist created opportunities to meet and network with numerous persons. Through his work in the public space, he met Dr. Stephen King and Dr. Jacqueline Bird who shared his vision for a better St. Lucia, giving birth to RISE in 2007. Johnathan Ninja Dan has been self-employed from a youth young age and remains self-employed to date. He is an entrepreneur with a background in farming and fishing, and takes great pride in his work as a motivational speaker, specialising in emotional intelligence, youth development, human development, trauma, and violence reduction. He firmly believes in his ability to evolve and grow beyond the confines and limitations of society, : “If there are no avenues for my growth, I will create them.”. A believe which This belief underpins his success in both his personal exploits and the numerous initiatives he has undertaken for RISE.

Your Passion

Jonathan “Ninja Dan” St. Rose is the cofounder of Rise St. Lucia alongside Dr. King and Dr. Bird. His passion for youth development, crime prevention, and his ability to think and venture outside the norm, fuels his mission as a director of RISE. His personal challenges and fate with injustice, perpetuated by a social construct which marginalises leaders from a different socio-economic background is the catalyst for his philanthropic exploits. He is not perturbed by negative criticism of setbacks, but instead uses it as motivation to propel his vision for a better society. In his words, he “alchemises negativity, self-doubt and emotions, to produce greater good’good.”

He has risen beyond his personal misadventures, and views viewing these experiences as a spiritual call to action, — “an education from the university of life” he laments. He Remains remains committed to lifelong learning and has availed himself to a number of training courses from O level courses to formal training and certification in motivational speaking and trauma recognition and healing. He believes believes RISE is more than a movement, ; A it is a frequency which provides more thannot just food in your belly, but food for thought.

He puts forward the belief that RISE is more than an organisation tasks tasked with youth development, and social upliftment. RISE is a power, a consciousness, symbolic of his personal mishaps

Commented [TM1]: About *Me*? Since this is a bio, I’m wondering if it makes sense to use first person in the headings. E.g., About Me, My Passion, etc. Feel free to disregard this suggestion, however, if you have it this way for a different reason that I overlooked.

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Example—

Upon completion of secondary school, he worked as a [xx] ...

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Commented [TM5]: Should there be an “h” in the name? Previous spellings were “Jonathan.”

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Commented [TM8]: *Initiative*? Reconsider word choice.

commit management, and conflict resolution, and provides testimony. He also warns them about the pitfalls and dangers of anti-social behaviour, such as gang involvement, deviance and violence. His work with at-risk youth puts him on the front line of crime and violence in our nation, **but** he is determined to soldier on and be an agent for the change he wants to see. However, he remains concerned about the impact of music, television, and violent games on youth crime. Of equal concern is the negative impact of the actions of the police, the behaviour of politicians, and the prevalence of white-collar crime, crime, as well as gang leaders and their increased prominence and political influence in society. All of which these issues are major headwinds to the efforts of RISE.

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What is your vision for RISE? His vision is for RISE to be global, expand beyond the borders of our 238 square miles, RISE Caribbean, RISE global as he visualises a logo for RISE encapsulated by a globe. The issues being tackled by RISE are also prevalent beyond our borders, and he hopes the success of RISE will be replicated across the Caribbean and globally. He believes other creatives with influence on young people (such as Vybz Cartel) will one day, use their personal experiences to promote more positive messaging and attitudes. He is optimistic that RISE will continue to attract real life changers and persons who are willing to share their experiences of triumph over adversity and engage with young persons to improve their lives.

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His vision is for RISE to **have a global reach.**

In Jonathan's vision, RISE should be a pillar of support for the community, helping them tackle both short-term and long-term challenges. His waymarks of success include:

- Tackling food security and sustenance, as a means of combating poverty and providing employment to young persons and vulnerable families. His wish is for persons who are passionate about agriculture will to engage more productively with at-risk youth at risk to create employment and foster a greater affinity for agriculture as a means of sustaining their livelihoods.
- Extending its crime preventative initiatives to tackle trauma and its root causes, as a means of violence reduction.
- Investing in youth training through motivational speaking, philanthropy, advocacy, social activism, volunteerism and entrepreneurship. the gravitas of (The support of national organisations such as the National Youth Council is a critical component of this undertaking.) undertaking youth training in motivational speaking, philanthropy, advocacy, social activism, volunteerism, and entrepreneurship.
- Providing temporary housing to at-risk persons, With using real assets, such as land, and a

Commented [TM11]:

~~His waymarks of success for RISE speak of support and sustenance, not only in everyday challenges, but support with the things that really matter for life long sustenance.~~

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About You Cheirann Serieux-Phillip was born on March 19, 1974, to Joseph Serieux, a farmer and Forestry officer

employed with for the Forestry Division of the Ministry of Agriculture, and Mrs. Philippa Serieux, a housewife, who also worked at the Victoria Hospital. She is the eighth of ten children, and is from the charming community of Forestiere. She is an **alumni alumna** of the Vide Boutielle Secondary School, where she studied from 1989-1992. She obtained her High School Diploma from the University of the State of New York in **June of** 2007. She began her career in the tourism industry in the early 1990's, where she gained a wealth of knowledge and history about her country, as well as extensive training in customer service. Her exemplary work **gained earned** her multiple awards for most outstanding tour guide and successful leadership roles **from in** 1996-1997, 1998-1999, and **again from** 1999- 2000. She played a pivotal role as a resource person for the first ever Taxi Driver Training and Certification program, organised by the Ministry of Tourism in 2000. From 1993- 2004, she was employed with Minvielle and Chastanet as a Tour Guide and later Assistant Supervisor. Her duties included **but not limited to:** training of tour guides, preparing logistics for cruise ship arrivals, assessing **of** tour guides and assisting in dispatching tours. Her interests include: helping the less fortunate and marginalized, hairdressing and interior decorating. In her free time, she enjoys going to the gym, **playing** dominoes and hairdressing. She is currently self-employed in the Retail Industry where she **practices exemplifies** customer service and leadership skills. **Your Passion** Her philanthropic exploits speaks not only to her passion for helping others, but her deeper sense of civic duty. **Natured Nurtured** by her parents in her tender years, she has willingly embraced this cause, even as **the societal** challenges **continue to** evolve, in **a this fast fast-**moving complex society. She remains **steadfast, committed , and** ready and willing to serve her community and nation.

Philanthropic Projects Initiatives Undertaken

Her philanthropic activities have deep roots, starting from her early childhood years when her mother prepared care packages for the elderly in her community. Inspired by this generosity and compassion, she has continued to support the needy throughout the years. Her involvement with RISE is a testament **of to** her commitment to giving back and **to provideproviding** dedicated support, time and effort to indigent individuals and families.

What is your vision for RISE?

Her vision for RISE is to create a resilient and inclusive community where every individual, regardless of their **socio socio-**economic background, **have has** access to the resources and opportunities necessary for a dignified and fulfilling life. She envisions RISE as a catalyst for social change, empowering the less fortunate through comprehensive support systems that address needs while

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CLIENT IMPACT

The updated biographies have been used across RISE's public-facing materials, including its website and donor outreach documents, helping the organization communicate authenticity and professionalism more effectively.

Each director's passion for community service shines through, creating a deeper connection with supporters, donors, and partners.





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