



Ndéla Faye

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About me

I'm a Finnish-Senegalese freelance journalist, copywriter and voice actor, currently based in Helsinki, Finland. My multilingual background has enabled me to collaborate with clients globally, and given me the opportunity to tailor my work to meet their specific needs. Whether it involves crafting B2B content for a tech logistics company, composing a feature on innovative approaches to tackling climate change, or hosting a news podcast, I have extensive experience in creating content for a variety of audiences.

I get a genuine buzz out of meeting people and hearing what motivates them - and I love being able to share their story and spark with the rest of the world.

Education

Birkbeck, University of London

Master of Arts
Journalism
2013

Queen Mary, University of London

Bachelor of Arts
Politics and Geography
2011

Languages

- Finnish: fluent
- English: fluent
- French: fluent

IT-skills

- Excellent MS Office and MacOS skills (PowerPoint, Excel, Access, etc.)
- CMS: Wordpress & Drupal
- Newsletters: MailChimp
- Editing: iMovie, Youtube

Ongoing freelance roles

Journalist

September 2013 –

I've had bylines in The Guardian and Guardian Africa Network, Al Jazeera English, HuffPost, The Independent, VICE, Metro, CNN. In Finland, I have written for Finnish national broadcaster, Yle as well as Iso Numero, Kulttuurcocktail, Image, MaaIlman Kuvalehti and Ruskeat.

Voiceover artist, VILD MUSIC

October 2022 –

As a trilingual voiceover artist, I have lent my voice to a number of consumer brand ads, radio voiceovers and audiobooks. Listen to my voice samples [here](#).

Past work experience

Associate editor, Spoon Finland

April 2022 – March 2023

Helping B2B and B2C clients (mostly in the energy sector) bring their stories to life.

My main tasks included:

- Researching and writing SEO-optimised long-form articles on topics such as the clean energy transition, climate change and biodiversity
- Creating compelling social media copy and ads
- Assisting on a range of client projects and campaigns

Screenwriter and journalist, Finnish Broadcasting Company (Yle)

March 2022 – January 2023

Working as journalist, researcher and screenwriter on a six-part documentary series, *I Stormens Öga* ('In the Eye of the Storm'), which will be broadcast throughout the Nordics in February 2024.

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Achievements

- In 2016, I spoke at TedXWarwick on rootlessness and being a 'Third Culture Kid'.
- In 2018, I wrote in Sankaritarinoita tytöille ('Heroic stories for girls'), which was nominated for a Finlandia-prize, and won the award for the public's favourite children's book.
- In 2019, I returned to write for the book's sequel, 'Heroic stories for everyone'.
- In 2022, my essay, Ketjureaktio (Chain reaction) was published in Finland by WSOY.

Hobbies

- knitting scarves
- learning new languages
- reading
- choir singing

Past work experience

Editor, MustRead

January 2022 – September 2022 (maternity cover)

Curating a monthly newsletter about current affairs and events in Helsinki, aimed at policymakers in the city. I covered topics such as climate change, systemic racism, gentrification and mental health service provision from a Helsinki angle.

News reporter, Yle News

October 2020 – March 2021

Writing news articles for the English-language branch of Finland's national broadcaster, Yle. My task also included producing content and presenting daily radio broadcasts and Yle News' weekly podcast, All Points North.

Communications Officer, Africa Research Institute

March 2015 – November 2015

Managing the Institute's external communications strategy and co-ordinating publications cycles. I was in charge of events management, as well as improving the dissemination of the Institute's research through social media and targeted engagement with policymakers and relevant organisations.