



# Caribbean

*August 11 - Doing IT Around the World*





Sophia -  
Jamaica  
e-commerce  
officer  
About My  
Career  
About Me





## Interview with Sophia– e-commerce officer: Jamaica

*What do you do?*

In the position of Website/E-commerce Officer at the Jamaica Tourist Board, my sole responsibility is marketing Destination Jamaica via the internet.

*What is a typical day?*

My typical day at work entails constant reviews of our website, [www.visitjamaica.com](http://www.visitjamaica.com) making adjustments, editing/updating content, ensuring that all tourism partners' information are accurately reflected.

*What are 3 words that describe you?*

Ambitious, Determined, Persistent

*What qualities make you good at what you do?*

I am extremely ambitious. My determination and persistence to succeed, along with my unshakable faith in my own capabilities, allows for tremendous capacity for hard work and endurance.

My discipline, pragmatism, efficiency, and diligence in everything I do allow me to be good at my career. I am self-critical, unyielding and persistent when faced with difficulties, and am not likely to give up, until the task is complete.

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More with Sophia- e-commerce officer: Jamaica

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Ritzy Roadside

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The Inaugural Wata Rose Hall Triathlon & Wellness Festival will be held this October in Rose Hall, St. James.  
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