



by the way
MEDIA



Jessica Ridley

Jessica Ridley brings over a decade of broadcast journalism experience to her role as founder and principal trainer at BTW Media. As a seasoned media commentator, she has appeared on Sunrise, 7News, and regularly contributes to Channel Nine's Today Show. Jessica's distinguished news career has established her as a sought-after speaker, media strategist, and public relations manager for corporate giants. Whether serving as an MC, panel facilitator, or keynote speaker, she offers insightful perspectives on a range of topics, including brand storytelling, the news cycle, and work-life balance.

As the driving force behind BTW Media, Jessica assists clients in articulating their core messages across various media channels, building personal brand strength, managing media campaigns, and devising comprehensive public relations strategies to optimise exposure. She excels as a trainer in media and presentation skills, equipping groups and individuals with the tools they need to ace media interviews, enhance their public speaking prowess, and navigate the contemporary news landscape.

Jessica holds a Communications Degree in PR and Advertising from the Western Australian Academy of Performing Arts (WAAPA), where she also received training in broadcast journalism. When she's not chairing a high-profile corporate event, hosting a podcast, or coaching a CEO in preparation for a media appearance, Jessica can be found enjoying home life in Sydney with her husband and young son, Frank. In her welcoming abode, often buzzing with friends and family for impromptu gatherings, Jessica lives life to the fullest, relishing good food and great conversation.

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