Nikita Geldenhuys

Copywriter & brand strategy consultant

11 Tieroogpark, Pretoria, South Africa

Contact

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in linkedin.com/in/gnikita

Qualifications

Honours Bachelor of Philosophy in Journalism
Stellenbosch University, ZA

Bachelor of Arts in Journalism
University of Pretoria, ZA

Specialist skills

Website copywriting

SEO blog content

Press release copy

Social media writing

Email marketing copy

Copy editing

Client communication

Project management

Time management

Career Objective

To transform brands and grow businesses through impactful copy and strategic content that draw customers, sell solutions and generate loyal brand followings

Demonstrated Abilities

- Skilled and experienced copywriter with a solid background in digital marketing platforms
- Proven ability to work independently to deliver effective content within the allocated timeframe
- Solid creative talent with advanced organisational, problem-solving and time-management skills
- Outstanding written and verbal communicator with superior interpersonal and liaison skills

Work History

Nikita G Copywriting & Strategy, ZA

Freelance Copywriter & Consultant | April 2019 - Current

- Writing copy for websites, blogs, email marketing, press releases, social media and offline collateral
- Editing content for websites, blog posts and client correspondence
- Creatively directing the design of brochures, flyers, social media images and videos
- Crafting strategies for content marketing, launch campaigns and marketing plans
- Managing client communication for a design team
- Creating brand positioning guides, new brand messaging and tone of voice recommendations

IT Skills

- Microsoft Office Word, PowerPoint, Outlook, Excel

- Google Docs, Sheets and Drive knowledge

- Canva intermediate design capabilities

- WordPress understanding

- Bitable basic video creation

Referees

Mark de Lange

Head and Principal Real Estate Agent
NS Property Solutions (largest freelance client)

- +27 72 215 1790
- mark@ nspropertysolutions.co.za

Desiree Gullan

Executive Creative Director and Co-founder
G&G Digital

- +27 82 460 0648
- desiree@ gullanandgullan.com

Cindy Huber

Marketing and Communications Coordinator
Newsclip Media Monitoring

- +27 82 884 3580
- hubercindyj@ googlemail.com

G&G Digital agency, ZA

Senior Writer | June 2018 – March 2019

- Writing and editing website content, health care blog posts, social media and educational content
- Project managing the development of 10 websites for a multinational pharmaceutical company
- Communicating with clients, and leading meetings and creative workshops with multiple attendees

Newsclip Media Monitoring, ZA

Content Writer & Social Media Journalist | August 2016 – May 2018

- Creating website content, SEO-friendly blogs posts and press releases for various in-house brands
- Editing email marketing copy for product announcements and updates
- Crafting content for Twitter, Facebook and LinkedIn
- Writing journalistic news articles about social media developments, based on interviews and research
- Generating informative, educational articles, listicle posts and features about social media marketing
- Producing news reports about industry events
- Presenting educational social media industry information to internal staff for training purposes

New Media Publishing, ZA

Assistant Editor | October 2013 – July 2016

- Writing news and features for four B2B print publications related to pharmaceutical, personal care, food and beverage, and packaging manufacturing
- Editing and proofreading of copy for content marketing articles for physical publications
- Generating leads so sales team can secure advertising in publications

Spartan Technology Rentals, ZA

Content Creator | September 2012 – June 2013

- Developing messaging for partner marketing programmes aimed at promoting financing solutions
- Designing presentations in Microsoft PowerPoint for sales and pitch purposes
- Reviewing and reporting on marketing technology options for potential use by marketing department