



## COPYWRITER & JOURNALIST

### ABOUT ME!

I'm a mid-weight freelance writer and journalist with more than **5 years' experience** in **B2B & B2C** print and digital.

I write targeted copy for businesses and agencies.

### WHAT I DO...

- Keyword-heavy web copy
- SEO-charged blog posts
- Effective press releases
- Targeted social posts
- **Engaging** print & digital features & news reports

### WHY ME?

I write **quality content** at **affordable rates** across multiple platforms.

You get impactful copy on time and in budget – no errors and no fuss.

## EXPERIENCE

### 2018-19

G&G DIGITAL  
AGENCY

Senior writer  
– 9 months –

- Web copy editing, writing & auditing
- Health articles, blog posts & web copy
- Project manager
- Client service

### 2016-18

NEWSCLIP  
MONITORING

Content writer  
– 1 year 9 months –

- Blog posts
- Web copy writing
- News & features
- Social media posts
- Press releases
- Mailers

### 2013-16

NEW MEDIA  
PUBLISHING

Assistant editor  
– 2 years 9 months –

- Feature & news writing for three B2B print magazines
- Online news editing
- Print copy editing & proofreading

### 2012-13

SPARTAN  
TECH RENTALS

Content creator  
– 9 months –

- Marketing automation research & testing
- Copy development
- PowerPoint presentations

### 2011-12

TIMES OF  
SWAZILAND

Science journalist  
– 1 year 3 months –

- Health news & features
- Consumer rights news
- Recycling awareness articles

## EDUCATION

### **JOURNALISM | Post-grad degree**

BPhil from Stellenbosch University  
2010

### **JOURNALISM | Graduate degree**

BA Languages from the University of Pretoria  
2007 to 2009

### **National Senior Certificate**

Hoërskool Middelburg  
2002 to 2006

## PERSONAL DETAILS

### **Date of birth**

21 September 1988

### **Nationality**

South African

### **Identity number**

8809210213084

### **Languages**

ENGLISH (fluent) & AFRIKAANS (mother tongue)

LET'S GET STARTED ON YOUR PROJECT TODAY

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