

Debby Querido (B.A, UCT: 2004)

## Senior copywriter / Content strategist: Online/digital

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### Personal Profile

I am an experienced and highly skilled copywriter with 10 years' experience across a variety of mediums, and for a wide range of clients. Additionally, I have managed junior writers, overseen copy departments, and have been responsible for maintaining various CMSes.

At present, I'm employed as the Content Strategist at Clickatell, a company that specialises in mobile messaging.

I am motivated and forward-thinking, and I thrive on creativity and pushing the boundaries in terms of content and ideas. I learn fast and never miss a deadline, and I work at my peak when I have expectations to meet (and exceed), and challenges to rise to.

I look forward to joining a team where I can share my ideas, inspire and be inspired, and where I can more freely exercise my creative thinking and passion for writing.

### Key Competencies

#### Copywriting & Content Editing

- **Online Copywriting:** Creating original content that is persuasive, compelling and conversion-driven.
- **SEO Copywriting:** Using SEO best practices to create expertly optimised website content.
- **Copy Conceptualisation:** Developing content in line with clients' specific marketing objectives.
- **Social Media & Blog Writing:** Creating content for corporate blogs & social media campaigns.
- **Newsletter Writing:** Creating regular newsletters for companies and clients.
- **Team Management:** Ability to train, mentor and lead junior members of a team.
- **Copy Editing:** Proof-reading, fact-checking and editing copy prior to publication.
- **Research:** Conducting thorough, efficient research to ensure accuracy and consistency of all content. Remaining up-to-date on new media trends and advances in online media.
- **CMS Management:** Understanding Content Management Systems (CMSs), including WordPress, Joomla and Magento; managing, uploading and updating content; basic HTML knowledge.

#### Additional Skills

- Excellent communication skills (verbal and written)
- Excellent computer skills
- Solid knowledge of SEO practices; basic HTML knowledge
- Strong organisational and time-management skills
- Strong team management skills
- Experience in working with Content Management Systems (CMSes), including WordPress, Joomla and Magento
- Ability to work accurately and efficiently under pressure
- Basic account management skills

# Employment History

Content strategist at Clickatell: August 2015 – present

In my current role, I'm responsible for overseeing all content that is produced within the company. This ranges from website and social media content to newsletters, mailers, internal and external company communication, posters, brochures, digital campaigns (including a full range of digital and print marketing collateral), and any other content required on an *ad hoc* basis.

Furthermore, I manage the Clickatell blog, which requires that I source and oversee freelance writers. These writers create blog posts based on research I conduct into the latest mobile communication trends. I research relevant keywords, develop the briefs, and edit and proof-read all blog posts before publication.

Finally, I am responsible for implementing and ensuring consistency of our brand voice and tone across all internal and external communications.

Digital copywriter at John Brown Media: November 2013 – June 2015

## **Client: Edgars Club**

I am responsible for creating all content on the Edgarsclub.co.za website, both acquisition and retention orientated. This includes daily feature articles, latest offers, travel features and offers, newsletters and acquisition mailers, banner copy and any other marketing and feature content required. I am also proficient in uploading content to the CMS, uploading banners, sliders and videos, and taking care of various maintenance issues as the need arises (I am not in charge of the CMS, but am called upon as needed).

In my role, I collaborate on conceptualising and creating marketing campaigns, and compile and help manage a monthly content calendar. When required, I am able to step in as proof-reader and sub-editor.

**Reason for leaving:** I sought fresh opportunities and greater responsibility.

Freelance copywriter & English teacher at Eurocentres: January 2012 – November 2013

**Clients include: Selfmed medical aid; Perfect Africa; SAGIT Wind Energy Ventures; Gillian Barber Recruitment; Pine Lodge Resort; Corobrik; Primedia; Solairedirect**

I had worked as a freelance copywriter for several years, but only began to pursue it as a full-time career in 2012. At the beginning of 2012, I also completed a TEFL qualification (Teaching English as a Foreign Language). In May 2012, I started teaching foreign students at Eurocentres language school, while continuing to work as a freelance copywriter. I remained in their employ until November 2013.

**Reason for leaving:** I was offered a full-time role at John Brown Media after freelancing for them.

Content Manager & Digital Account Manager: Flook Sporting Deals (June 2011 – December 2011)

**Clients included: Ernie Els Wines; Erinvale; Chris Willemse Cycles; Gary Player Wines**

Flook, a start-up company that launched in September 2011, is a group buying company focusing on sports deals. My role spans the gamut of account management, copywriting and content management: As a start-up, it's all-hands-on-deck, which means that I am responsible for managing both the clients and the company's website.

I am proficient in Magento, the CMS on which our site has been built. I am responsible for creating all the website content, and for managing and updating all this content on the CMS. I also perform daily account management duties, and any *ad hoc* office duties that may be required by the shareholders.

**Reason for leaving:** My six-month contract came to an end in December 2011.

Content Manager & Digital Account Manager: Cytrus Technology (May 2010 – May 2011)

**Clients included: ADT South Africa; Europcar; Rhino Africa; SACS Junior and High Schools**

I began at Cytrus Technology as Content Manager, after being headhunted at AlterSage Consultants. I was soon offered the role of Account Manager, which I immediately accepted and quickly flourished in. Cytrus is a web development company, and as such, its clients depend on the Internet for their success.

As an Account Manager, I was responsible for maintaining existing client relationships and building new ones – something at which I excelled. I also became the first point of contact for all new and prospective clients approaching Cytrus. I ran initial client meetings, gathered requirements, and created extensive technical proposals based on these. Later, I was given the task of creating costings for these proposals.

On the CRM side, I liaised with most of my clients on a daily basis to ensure the smooth running of their accounts, and that future work was briefed in. I ensured that all work was delivered on time and per requirements. I was also responsible for creating weekly and monthly billing reports, and working with various departments to make sure all my clients' projects and tasks were delivered successfully and on time.

**Reason for leaving:** Retrenchment

Content Team Leader: AlterSage Consultants (October 2009 – May 2010)

**Clients included: Taj Hotel Cape Town; Hollard Funeral; Nedbank Plastiq; sloggi; Hansgrohe**

I joined AlterSage Consultants as their Content Team Leader, and was tasked with managing the content team. I was the first copywriter that the company had employed in its 3-year existence who was able to meet all internal deadlines and client deadlines; was able to create accurate briefs, and was able to manage the team in an efficient and productive manner.

I was responsible for creating content for the company's larger clients, and for overseeing all content created by junior writers. As such, I was accountable for all copy leaving the company. I put structures and processes in place to ensure that work was completed according to schedule, and that the team reached maximum productivity. I excelled in my role and the content department became one of the most efficient.

In May 2010, I was approached by Cytrus to take on a similar role at their company, and I accepted.

**Reason for leaving:** Head-hunted

Senior Copywriter: Purple Cow Communications (August 2006 – August 2009)

**Clients included: Pam Golding; Virgin Active; Nedbank; Toyota; Helvetia Wealth; Panasonic**

I worked at Purple Cow Communications, online marketing company, for 3 years. In that time, I progressed from Junior SEO Copywriter to Senior SEO Copywriter, and became proficient in SEO copywriting, knowledgeable about SEO best practices, and helped to achieve optimum rankings for clients' websites.

I was responsible for writing online content for a diverse portfolio of local and international clients. This included website, blog and newsletter content. I conceptualised and developed content based upon a variety of styles, tones and voices, in line with clients' differing marketing needs and objectives.

When I was promoted to the senior role, I became responsible for managing and mentoring junior writers. My team worked efficiently and accurately, and I put the right processes in place to ensure that all deadlines were met, and that all work was completed to the highest standards. It was a role in which I thrived.

**Reason for leaving: Sought new professional challenges**

Journalist/News Reporter: Voice of the Cape Radio Station (February 2006 – August 2006)

I began my career at the Voice of the Cape, a community radio station in Cape Town. I was responsible for researching, compiling and reading hourly news bulletins, investigating and reporting on news stories, and researching and writing news and feature article for the radio station's website.

My role also required me to conduct interviews for broadcasting, compile press releases, participate in live on-air discussions and to do voice-overs for radio advertisements.

In this role, much of the work was completed under pressure, given the immediacy of the news environment. It was essential to meet daily output quotas and to adhere to strict deadlines.

**Reason for leaving:** I was offered a role at Purple Cow Communications

## Education

**Tertiary Education:**

University of Cape Town (2002 – 2004): Faculty of Humanities  
Degree Held: **Bachelor of Arts**, with majors in English and Media & Writing Studies

Special achievements: Dean's Merit List 2002

EC Language School (2012)  
Qualification Attained: **TEFL (Teaching English as a Foreign Language)**  
Mark achieved: A

**Secondary Education:**

Milnerton High School (1997 – 2001)

Final year subjects: English First Language HG; Mathematics SG; Afrikaans Second Language HG; Biology HG; Accounting HG; Science HG

## References

1. Jeanette Strydom, Digital Editor: Edgars Club, John Brown Media  
083 657 8790
2. Volker Butow, former Director of Purple Cow Communications (and freelance employer)  
082 782 2927
3. Christine da Silva: Founder: AlterSage Online Marketing Consultants  
082 830 5370