

CARLA MOUTON

SEO Copywriter | Digital Marketing Expert



CONTACT

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🌐 www.carlamouton.com

EXPERTISE

- Copywriting
- SEO | Social Paid Advertising
- Google Ads & PPC
- WordPress | HTML | CSS
- Adobe Creative Suite

EDUCATION

BA Communication Studies

North West University PUK/ 2015

BA(HON) Communication Studies

North West University PUK/ 2016

CERTIFICATION

- Digital Marketing by Udemy
- The Complete Copywriting Course by Udemy
- Diploma in Video Editing (NWU)
- Diploma in Photoshop (NWU)
- HubSpot Social Media Marketing
- Google Ads Accredited
- Adobe Creative Cloud Accredited

LANGUAGES

English

Afrikaans

German

WORK EXPERIENCE

CONTENT CREATOR & COPYWRITER (6 MONTH FTC)

Vodacom (MAST Services) | Dec 2023 - present

Played a part in creating the marketing strategy for a new company. Created engaging content for various platforms, such as newsletters, websites (Wordpress), and social media. Collaborated with merchandisers, vendors, event organisers, and internal teams.

COPYWRITER

Menzies Media CC | Sep 2022 - Nov 2023

As a copywriter, I crafted a variety of marketing materials, including newsletters, articles, social media posts, blog content, website copy, and headlines. I collaborated with clients such as 1.618, Discovery, Mochachos, Sedgars Home, Superga, and Kaizer Chiefs.

DIGITAL MARKETING MANAGER (6 MONTH FTC)

Stuff Magazine | March- Aug 2022

Crafted engaging content to boost leads, subscribers, and brand recognition. Managed the blog and social media platforms, as well as handled lead generation, SEO, Google Ads, and Analytics.

HEALTH & WELLNESS EDITOR

SA Media & Digital holdings | Jan 2021 - Feb 2022

I crafted and revised content and marketing copy for beauty and medical publications. I demonstrated proficiency, earning a promotion to Health & Wellness Editor within the first month of employment.

FREELANCE

Copywriter | Social Media | Journalist Aug 2016 - Nov 2020

I produced content for various companies such as Chericoll, Yaas Magazine, ATKV, AGRI, YANKA Laboratories, and Wavemaker. My writing has been featured in news publications, earning me the Maroela Media Exceptional Journalist of the Year Award. Additionally, I was a nominee for an MTN Radio Award for my News & Actuality program at PUKfm 93.6.

References available upon request.

