



# Carla Mouton

## Copywriter & SEO Specialist

Words are my playground. Radio, headlines, blogs, emails, or social media, there is no limit to the ways I can create content that turns heads and drives leads. I've worked with some of the biggest names in the game, from Superga to Kaizer Chiefs to Discovery. Let's find the perfect voice for your brand together.

### Skills

SEO   SME   PPC	<div><div></div></div>
Google & MS Suite	<div><div></div></div>
Google Analytics	<div><div></div></div>
Adobe Creative Suite	<div><div></div></div>
WordPress   HTML   CSS	<div><div></div></div>
Google & Facebook Ads	<div><div></div></div>

### Contact

📞	083-289-1543
✉️	mouton.carla10@gmail.com
📍	Pretoria, South Africa
🌐	<a href="http://www.carlamouton.com">www.carlamouton.com</a>

References available upon request.

### Languages



English - Native | Afrikaans - Native | German - Fluent

### Education

- 2015 | North West University PUK  
**Bachelor of Communication Studies**
- 2016 | North West University PUK  
**BA (Hons) Communications [Journalism]**

### Work Experience

- MAST Services | December 2023 - Currently**  
**Copywriter & Content Creator**  
Creating engaging B2B content for websites, social media, blogs, and newsletters. Managing WordPress content and ensuring a lively online presence. Responsible for all corporate communication.
- Menzies Media CC | September '22 - November '23**  
**Senior Copywriter**  
Crafting a mix of marketing materials including newsletters, articles, social media posts, blog content, website copy, and headlines. Engaging in brainstorming sessions to effectively convey the client's message in campaigns.
- Stuff Magazine | March - August 2022**  
**Content Creator & Social Media Manager**  
Responsible for managing social media campaigns and content creation, Google Ads, Google Analytics, photography, and brand video editing using Adobe suite.
- SA Media & Digital Holding | 2021**  
**Medical Copywriter**  
Crafted and revised content and marketing copy for technical and medical publications. The campaign focus was primarily on B2B clients.
- Contractor | 2017 - 2020**  
**Copywriter & Creative Lead**  
Experience involves strategising marketing campaigns and content creation for various companies including Yaaas Magazine, ATKV, Mochachos, and Wavemaker.

### Awards

- 2015 - 2017
- Nominated for an MTN Radio Award (now Liberty)**
- Golden Key Honour Society Member**
- PUKfm Listener's Choice: News & Actuality Show**
- Maroela Media Exceptional Journalist of the Year**