GRANT WOOD

PROFESSIONAL COPYWRITER & CONTENT DEVELOPER

CONTACT

+27 82 330 0589

grantw21@gmail.com

Diep River, Cape Town, RSA

linkedin.com/in/grant-wood-b7a56b24/

SKILLS

- Extensive experience in content writing – short and long-form.
- Proficient in SEO.
- Knowledge of SEMrush, ahrefs, screaming frog & other SEO tools.
- Content strategy development.
- Meticulous researcher.
- Strong communication.
- Holistic digital strategy conception, development and implementation.
- Team player.
- Ability to meet tight deadlines.
- Proactive thinker.
- Stickler for correct grammar, syntax and detail.
- Editing and proofreading.

EDUCATION

Diploma in Journalism (Distinction)
Varsity College
2010

B.A. Degree
Majors: English Language & Literature, Social Anthropology
University of Cape Town
2008

PROFESSIONAL SUMMARY

I have spent over 10 years working in digital marketing as a copywriter and content developer. The majority of which has been specialising in the practice of conceptualising, researching and writing optimised content for clients' websites and any other digital asset material they may require.

PROFESSIONAL EXPERIENCE

HEAD OF COPYWRITING & CONTENT DEVELOPMENT
Fio Group | South Africa | 2019– present

- Writing content for SEO purposes.
- Working with global clients such as Allan Gray.
- Video script writing.
- Writing short & long-form articles.
- Writing social media content.
- Distilling complex articles into easy to read content.
- Team player.
- Account management.
- Digital marketing research.
- Content strategy development & implementation.
- Writing optimised website landing page content.
- Proficient in numerous CMS & CRM systems.

FREELANCE COPYWRITER, CONTENT DEVELOPER & CONTENT STRATEGIST
Private | Cape Town | 2011 – present

- Wide variety of clients – B2B & B2C.
- Writing short & long-form articles
- Writing content for SEO purposes.
- Written for industries including but not limited to finance, hospitality, travel & tourism, medicine & technology.
- ATL & BTL content.
- Content strategy development & implementation.

FURTHER QUALIFICATIONS

ONLINE COURSES
Shaw Academy | Ireland | 2016 – Present

- Diploma in Personal Nutrition (Distinction).
- Diploma in Sports & Exercise Nutrition (Distinction).
- Diploma in Social Media Marketing (Distinction).