

Samantha Evans

FREELANCE WRITER

PROFILE

Experienced freelance writer with a demonstrated history of working in the online media industry. Based in Cape Town, South Africa.

SKILLS

- Copywriting
- Social media
- Blogging
- Press releases
- Newsletters
- Web copy
- Scriptwriting
- Editing
- Proofreading

EDUCATION

University of Pretoria
BA Journalism

INTERESTS

- Interior design
- Health and wellness
- Travel

EMPLOYMENT HISTORY

FREELANCE WRITER

Content Creation | May 2017 to Present

I develop original content for blogs, websites, social media, press releases, and marketing materials with a focus on decor, lifestyle, and travel.

SENIOR SCRIPTWRITER

Lobster Ink | March 2018 to February 2019

I wrote scripts and supplementary content required in the creation of e-learning videos for the hospitality industry. I've created content for the following clients: Forbes Travel Guide, Waitrose, Dubai Tourism, and Marriott.

Duties:

- Conceptualised and scripted e-learning videos.
- Analysed learning and client needs.
- Converted material from subject matter experts into learning content.
- Crafted and developed copy specific to brand tone and style.
- Edited and proofread.

DIGITAL CONTENT MANAGER

ELLE Decoration | April 2016 to April 2017

I drove increases in online traffic, digital engagement, print readership, and omni-channel commercial revenue opportunities via a considered programme of content production (print and online) and social media communication.

Duties:

- Managed editorial content funnel for elledecoration.co.za, including in-house staff writers and contributing guest writers - briefing, editing, content publication.
- Managed deployment of digital campaigns for commercial advertising partners.
- Proofread and edited all content published on all digital channels - web and social.
- Ensured constant engaging conversations across all social media channels, including amplification of site content and standalone campaigns.

CONTENT WRITER

Projects Abroad | January 2015 to March 2016

I worked as part of a creative marketing team, writing clear, consistent, and engaging copy for a range of international audiences.

Duties:

- Wrote focused, concise, and engaging material for the volunteer tourism industry.
- Carried out research for articles and developed monthly blog content.
- Worked on a range of different writing styles across various platforms.
- Developed integrated campaigns across social media, print, and web.

VIDEO EDITOR

SuperSport | April 2011 to December 2014

I worked alongside the team at SuperSport to deliver engaging and informative edits in a timely manner. Editorial decisions were my own with the storyline being the key focus on all projects.

Duties:

- Developed visual content and assembled a variety of communication channels, film, audio formats, and graphic elements.
- Provided technical expert advice, direction, and guidance on media projects to the new starters on projects.
- Was responsible for the digital cutting of files in order to ensure that there was logical sequencing and smooth running of the video.
- Maintained the archives for all video and audio records to which I was assigned.
- Supported production of live video feeds according to management directives.

CONTACT

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