

SONJA NOLITA RAATH

CONTENT & COMMUNICATIONS
EXPERT | CONVERSION COPYWRITER |
UX WRITER | STORYTELLER

PROFILE SUMMARY

With more than a decade's worth of experience and a background in journalism, I am adept in all aspects of content marketing, social media management, brand communications, brand strategy, copywriting and sub-editing.

PROFESSIONAL SKILLS

- UX Content Writer
- Conversion Copywriting
- Storytelling
- Digital Marketing
- Communication Strategy
- Public and Press Relations
- Social Media Management
- Journalism
- Adobe Suite
- Canva Pro
- Excellent English Proficiency

LET'S WORK TOGETHER!

Number: +852-6594-8503
Email: sonja.raath@gmail.com
LinkedIn: [bit.ly/SonjaRaath](https://www.linkedin.com/in/bitly/SonjaRaath)

WORK EXPERIENCE

Senior Communications Manager

Currenxie (Feb 2022 - present) - Hong Kong
Industry: Fintech

- Oversee all internal and external communications, ensuring the company's message is consistent and engaging.
- Lead all PR efforts, including nurturing journalist relationships, and securing at least two media mentions per month.
- Owning the company's content strategy and managing a team of copywriters.
- Plan and manage the design, content, and production of all marketing materials.
- Create brand videos for the company on an ad hoc basis.
- Overseeing and managing all email marketing communication efforts on both Active Campaign and Hub Spot.
- Owner of the company's organic social media platforms and their respective strategies.

Marketing Communications Manager

Currenxie (May 2020 - Jan 2022) - Hong Kong
Industry: Fintech

- Champion the creation and optimisation of dynamic UX content, conversion on-site content, marketing materials and organic social media copy.
- Responsible for writing and distributing press releases to relevant media houses.
- Producing thought leadership narratives that build the Currenxie brand.
- Responsible for the annual content, email and social media strategies and calendars, ensuring that they're aligned with short-term and long-term marketing goals.
- Helping design ad materials and social media posts, as well as all marketing emails.

Marketing Content Manager

Prenetics | CircleDNA (Oct 2018 - April 2020) - Hong Kong
Industry: Healthcare

- Overseeing all content for the CircleDNA brand, including marketing materials, copy on the website, video scripting, and generating all organic social media content and all email marketing communications.
- Working as a managing editor for a team of health coaches and genetic counsellors to ensure alignment with the overall content strategy and brand voice for each CircleDNA product.
- Researching, sub-editing, re-writing content, and contributing towards the B2C CircleDNA Exome reports.
- Assisting with website copy for the company's COVID-19 testing scheme.

Senior Content Manager

Vox Telecom (Nov 2017 - Sep 2018) - South Africa
Industry: Telecommunications

- Generating, improving, managing and maintaining content across all digital channels, as well as overseeing all content creation activities for Vox.
- Conceptualising marketing campaigns and executing them across all digital channels.
- Writing entertaining, targeted keyword and informative search engine-optimised copy.
- Assisting the marketing department with ad-hoc copywriting - including radio adverts.
- Overseeing script writing and video production.



HONOURS AND AWARDS

- Member of the Golden Key International Honor Society
- Full Academic Colours (University of Pretoria)

REFERENCES

- A full list of references is available on request.

CONTACT

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Digital Content Manager

The Lisa Raleigh Group (Aug 2016 - Oct 2017) - South Africa
Industry: Wellness & Motherhood

- Generating, improving, managing, and maintaining content across all digital platforms.
- Developing strong and innovative digital marketing strategies for the Lisa Raleigh brand and its motherhood subsidiary, Mumentoes.
- Crafting carefully thought out content calendars, ensuring content adhered to SEO, developing consumer understanding and insights, and editing scripts for sponsored and organic video shoots.
- Generating sponsor/client pitches and presentations, and overseeing all PR efforts for The Lisa Raleigh Group.

JOURNALISM WORK EXPERIENCE

Deputy Editor

Grazia Magazine (Aug 2014 - July 2016) - South Africa

- Managing the entertainment desk, and a team of fourteen people.
- Overseeing all celebrity news stories.
- Subediting content and rewriting copy.

Assistant Managing Editor

People Magazine (May 2013 - July 2014) - South Africa

- Managing a team of twenty-eight people.
- Ensuring production ran smoothly.
- Compiling news stories as well as cover ideas.
- Doing a final copy check on all pages before they went to print.

News Editor

Heat Magazine (April 2011 - April 2013) - South Africa

- Creating, managing and publishing original, high-quality content across all social media platforms.
- Conducting interviews with local and international celebrities.
- Assisting in coordinating photo shoots by sourcing locations and handling the celebrity.

Features Writer

Ndalo Media (May 2009 - March 2011) - South Africa

- Writing entertainment, celebrity, gossip, travel, fashion, beauty, news, business features and profiles.
- Assisting in research and writing of supplements and special reports.

PAST EDUCATION

Vega School of Advertising

Certificate: Digital Brand Strategy (2017)

- Cum Laude

University of Pretoria

B.A Languages Specialising in Journalism (2007-2009)

- Cum Laude