


Evelyn Morris

Journalist & Copywriter



 Durban KZN

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Formerly a full-time multi-media news journalist and photographer at a leading community newspaper house. Evelyn also spent years as a commercial writer, creating advertising copy, advertorial or feature content as required for both the print edition and the online website. Most recently, Evelyn has been working as a temp in order to develop an expanded knowledge of industries.

Skills

- Media operations knowledge
- Unique content creation
- Brand messaging
- Marketing and advertising strategies
- Editing and review
- Storytelling
- Photography
- Content Generation



Work History

2022-02 - Current

Temp Receptionist

UPL - South Africa, Durban, KZN

- Answered central telephone system and directed calls accordingly using MS Teams
- Provided callers with address, directions, company website and related information
- Kept reception area clean and neat to give visitors a positive first impression
- Managed multiple tasks and met time-sensitive deadlines
- Answered phone promptly and directed incoming calls to correct offices
- Responded to inquiries from callers seeking information
- Managed courier items both incoming and outgoing
- Created purchase orders on iValua and GRNs on SAP

2018-07 - 2021-04

Journalist

Caxton Local Media, Durban

- Wrote pieces and news stories for online publication, coordinating images and layout to deliver proper presentation
- Applied understanding of public opinion, social media and traditional media to create engaging and attention-grabbing multimedia stories
- Established and maintained relationships with credible sources
- Disseminated news content through social media for better engagement with audiences and faster reporting
- Queensburgh News' social media numbers rose from under 400 users to over 2000
- Performed research and checked facts to maintain a high standard of journalistic integrity

2014-01 - 2018-06

Features Journalist and Photographer

Caxton Local Media, Durban

- Wrote all content for weekly, monthly and any other features, working closely with advertising sales team to ensure content complemented their sales strategy
- Wrote advertorials for a magazine in the media house which needed to be similar in style to other stories in the publication
- Drove all editorial content for special project publications such as an Education supplement and the Comrades Marathon publication which was distributed at events prior to race day
- Edited, toned, captioned and uploaded photographs for publication

Retail Sales Representative and DTP Operator

Photofreedom , Durban

- Displayed merchandise by arranging in appealing ways to boost sales
- Increased sales by offering advice on purchases and promoting additional products
- Greeted customers, helped locate merchandise and suggested suitable options
- Replenished sales floor merchandise and organized shelves, racks and bins for optimal appearance
- Informed customers of current store promotions to encourage additional sales purchases
- Answered product questions with up-to-date knowledge of sales and store promotions
- Answered questions about store policies and addressed customer concerns
- Maintained customer satisfaction with quick and professional handling of product returns
- Refunded payments for returned items, processed exchanges and offered store credit to achieve customer satisfaction
- Worked with loss prevention in monitoring shopper behavior
- Used POS system to process sales, returns, online orders and gift card activations
- Balanced and organized cash register by handling cash, counting change and storing coupons
- Worked with customers to provide general help and information on store merchandise
- Designed templates for posters of advertising near the point of sale for both Photo Freedom and Broadway Pharmacy
- Photographed products for advertising in media and in-store
- Operated high-volume copiers, laminators and binding and finishing machines to complete dozens of projects per week
- Established project archive management system, enabling staff to locate resources directly and with ease
- Checked preliminary and final proofs for errors and made necessary corrections
- Created plans and communicated deadlines to complete projects on time
- Converted various types of files for printing or for the Internet using computer software



1993-01 - 1995-01

National Diploma: Journalism: Journalism

Technikon Natal (Now DUT) - Durban

- English A - Exemption given due to UNISA credit
- Afrikaans B and Oral for Journalists
- Broadcast Journalism I, II and III
- Business Reporting II, III
- Court Reporting
- Media Sociology
- Photography for Journalists
- Press Law
- Political Science I, II and III
- Practice of Journalism I, II and III
- Typing for Journalists

1992-01 -
Incomplete

Bachelor of Arts: Counseling Psychology

University of South Africa (UNISA) - Durban, KZN

- First registered for a BA with English and Philosophy as my intended major subjects
- Studied for a year before electing to pursue a qualification in Journalism
- Left UNISA to register to study at Technikon Natal
- Returned in 1999 to continue my undergraduate degree, focusing on psychology with an aim towards eventually becoming a clinical psychologist
- Eventually discontinued my studies due to financial hardship leaving leaving my degree incomplete

1988-01 - 1991-01

High School Diploma

Estcourt High School - Estcourt, KZN

- English First Language
- Afrikaans Second Language
- Mathematics SG
- Biology SG
- Art
- Geography