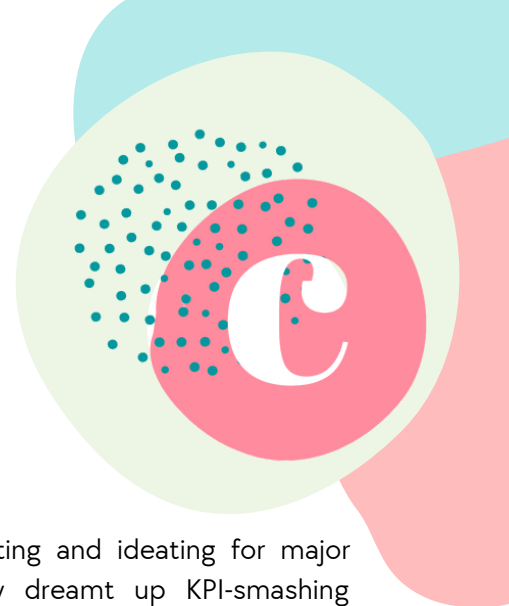


cheri morris

senior creative writer & strategist
social media manager



about

I'm an annoyingly smart senior creative with six years' experience writing and ideating for major publications and fast-paced marketing agencies. I have successfully dreamt up KPI-smashing campaigns (and written all their copy) for the likes of Yardley, NIVEA, Sukin, got2b, Colgate, Simple Truth, Jungle, and Knorr.

I write weekly for SA's most beautiful art, architecture, and design magazine, VISI, and regularly pen science-based wellness features for my holistic health coaching brand's blog. I am a qualified personal trainer and a UCT psychology student working toward becoming a clinical psychologist. Prior to UCT, I graduated top of my journalism class with numerous distinctions.

From feature writing and social media management to pitching strong ideas and travelling abroad as a one-woman journalist team, I've done it all so well my clients' clients ask for me by name.

work experience

Lead Creative Strategist & Copywriter

Brand Influence | Beauty Bulletin | Brand Advisor
(2021 - present)

- Creative conception of influencer marketing campaigns
- Presenting creative pitches to clients
- Campaign copywriting: newsletters, blogs, social posts

Senior Community Manager & Copywriter

Brand Influence | Beauty Bulletin | Brand Advisor
(2019 - 2021)

- Creative conception of influencer activations
- Campaign copywriting: newsletters, blogs, social posts
- Overseeing of community management team
- Campaign quality control and performance tracking
- Copywriting training for community managers
- Organisational training for community managers
- Analytics

Freelance Content Writer

New Media Publishing
(2016 – present)

- Weekly writing of web posts for VISI
- Implementation of SEO principles in WordPress
- Image sourcing, resizing, and basic editing with Adobe Photoshop
- Feature writing for print magazines, including VISI, Plascon Spaces, and Light
- Conducting interviews, attending media launches, fostering relationships with PR personnel

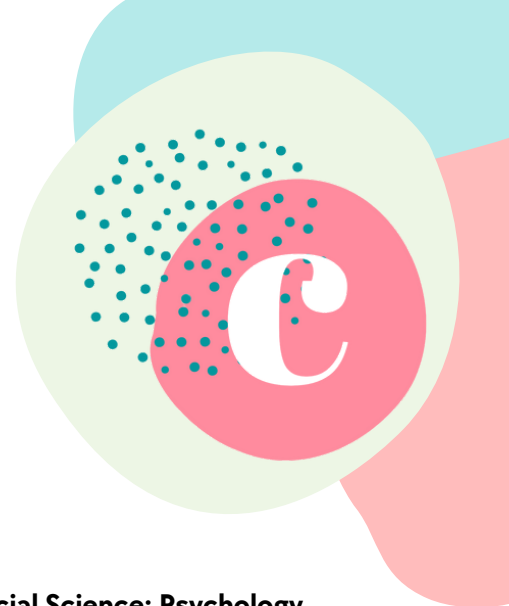
Content Writer

TenFour Media House
(2019 – 2020)

- Researching and writing travel-related web content for WildX, a luxury adventure-travel agency with an online magazine

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work experience

Content Writer (cont.)

TenFour Media House

(2019 – 2020)

- Researching and writing travel-related web content for Kulula Holidays, an unreleased project by Kulula, a division of British Airways
- Copywriting and sourcing images for WildX's Facebook and Instagram accounts

Digital Media Manager

Film & Event Media

(2017 – 2019)

- Management of three online magazines and their Facebook, Twitter, Instagram, Issuu, and Mailchimp accounts
- Creation, population, and management of monthly content schedules
- Implementation of SEO principles in WordPress; basic HTML coding
- Feature writing for print
- Social media marketing strategy
- Creation of social media content with Adobe, Photoshop, and Spark Post
- Training/management of digital sales executive and interns
- Attending events abroad as a journalist; compilation of digital daily newspaper for Magical Kenya Travel Expo
- Shooting and editing video interviews; event photography
- Compilation of weekly Google Analytics and general progress reports

education

Bachelor of Social Science: Psychology & Gender

University of Cape Town

(2021 – present)

Results: Dean's Merit List

Personal Training Certificate

Trifocus Fitness Academy

(2020 – 2022)

Results: Graduated with Distinction

National Diploma: Journalism

Cape Peninsula University of Technology

(2014 – 2016)

Results: Graduated with Distinction, awarded a private scholarship

Senior Certificate

Camps Bay High School, Cape Town

(2014 – 2016)

Results: Graduated with Distinction in the Top 10 and received numerous academic accolades

skills

- WordPress/CMS
- Social media management
- Microsoft Office
- Mac OS
- Adobe Spark Post & Photoshop
- Newsletter creation

contact & portfolio

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