



Blake Kent

COPYWRITING
STORYTELLING CONTENT

COPYWRITING | INTEGRATED MARKETING | CREATIVE WRITING | CONTENT CREATION

BK Projects, July 2021 - Present

Head of Marketing for Molinaro's Restaurant Group

Defined brand positioning and executed growth marketing strategy including UGC, email, social media.

Head of Content for FCI London

I strategized and re-defined brand positioning and messaging. I built and lead a team of writers to produce SEO, PPC, e-book and e-mail content resulting in 300% increase in organic traffic & 70% increase in sales leads.

Ghostwriting for The Urban Writers

I brought clients ideas to life by helping to flesh out ideas, characters, and themes, and develop detailed book outlines. I've ghost-written several successful fiction and non-fiction books.

Blog Content for LinkLaunch, SEOAU, Lab41, MindsetECO

I created well-researched, SEO-optimised articles, that increased SERP, featured snippets, and increased domain authority in finance, lifestyle, B2B, and eco verticals.

Reporting for Beacon Engineering Projects

I analysed reporting systems and streamlined processes, resulting in increased reporting efficiency and 150% increase in monthly sales.

BRAND DEVELOPMENT | PRODUCT DESIGN | BUSINESS MANAGEMENT

South Africa, August 2017 - October 2021

Creative Founder at GoPack, Zang, Green Alchemy

I conceptualised and developed products and brands in the Health and Wellness sector, creating and executing successful branding and marketing strategies resulting in:

GoPack - Bootstrap to national retail and acquisition within 2 years.

Zang - Re-designed brand and developed new brand voice resulting in 55% increase in market share during COVID.

Green Alchemy - 100% market value growth YoY for 3 years until 7-figure acquisition.

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[LinkedIn Profile](#)

Cape Town, South Africa

[Creative Portfolio](#)

[Book a 15 min Zoom Call](#)

I am an experienced copywriter, with the ability to use storytelling to create high quality content.

Using design and business development principles, I help brands build audiences and increase sales.

2 Successful Start-ups

4 Years Agency Copywriting

On-site and Content SEO

Brand Building Through

Evergreen Content

Content and Marketing Strategy