



# Blake Kent

COPYWRITING  
STORYTELLING CONTENT

## COPYWRITING | CREATIVE WRITING | CONTENT CREATION

*BK Projects, July 2021 - Present*

### Ghostwriting for The Urban Writers

I helped clients bring their book ideas to life by helping to flesh out ideas, characters, and themes, and develop detailed book outlines

I have 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-friendly verticals.

### Script Writing for Hotela Group Japan

I developed the brand voice and created advert scripts for TV, Radio, and targeted high-end branding and real estate offers in Japan, U.S.A, and across the EU.

### Reporting for Beacon Engineering Projects

I analysed reporting systems and streamlined processes, resulting in a 70% increase in reporting 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 sectors. 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

3 Years Agency Copywriting

On-site and Content SEO

Brand Building Through

Evergreen Content

Content and Marketing Strategy