



Blake Kent

Audiences & Agency Experience

GHOSTWRITER
COPYWRITER
BRAND DEVELOPER



EXPERIENCE

COPYWRITING | PROOFREADING | CONTENT GENERATION | REPORT WRITING | CREATIVE WRITING

Freelance, July 2021 - Present

Ghostwriting – The Urban Writers

- Writing/Editing Outlines, Full Manuscripts in Romance, Mystery, Thriller, Fantasy genres.

Content Generation – LinkLaunch, SEOAU, Lab41, MindsetECO

- Create a variety of engaging articles with a range of subjects and lengths, match brand tone, proofread, and publish on various websites.

Advert Script Writing – Hotela Group Japan

- Research and create multiple advert scripts for TV, Radio, and corporate presentation for Hotela Luxury Properties Group.
- Re-work, record, match brand tone, create visual script cues, dialogue, and videography notations for production.

Proofreading and Editing – Non-Fiction Author

- Proofread 75,000 word biographical manuscript, improve cohesiveness, clarity, spelling and grammar, as well as overall readability.

Report Generation – Beacon Projects

- Transcribe video and photographic reports of properties into correct format, check accuracy and content against predefined standards.
- Research Building Regulations, compile advice based on training and research.



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[LinkedIn](#)



Table View, Cape Town



[Creative Portfolio](#)

Personality:

Problem Solver, Strategic Thinker, Simplifier

Industry Experience:

Health, FMCG, Security, Luxury, Manufacture, Design, Engineering

Speciality Niches:

Entrepreneurship, Branding, Sales

KEY SKILLS

- Well-organised
- Strong work ethic
- Self-motivated
- Adaptable and quick to learn roles
- Comfortable taking direction and feedback
- Systems oriented

TECHNICAL SKILLS

Microsoft Office and Mac iWork

Google Suite

Slack, Trello, Asana, Clockify

Adobe Suite, GIMP, CorelDraw

Wordpress, Basic Web Development, CSS

SEO, Analytics, Google Analytics

Sage and Odoo CRM and Accounting

Entry Level Visual Basic

Metallurgy and Fabrication

EDUCATION

GOLDSMITH

David Bachelor Jewellery | 2005

Qualified Goldsmith through apprenticeship and external assessment

NSC – National Senior Certificate

Hillcrest High – EduArt | 2001

Grades A - B

REFERENCES

Jonathan Hargraves | Solveur

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Matthew Kent | Sevenpointfive, GoPack

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James Lockwood | Freelance Client

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EXPERIENCE CONTINUED

BRAND DEVELOPMENT | PRODUCT DESIGN | BUSINESS MANAGEMENT

South Africa, August 2018 – October 2021

Co-Founder/Founder – GoPack, Zang, Green Alchemy

- Developed Brand Concept, Name, Product Range and Formulas, Brand Identity, and Marketing Strategy.
- Secured Venture Capital from several private sources.
- Designed Packaging, Promotional and Marketing Materials.
- Facilitated Brand Launch Events, Advertising Campaigns, Developed Retail Relationships, Online Sales.
- Managed Product Manufacture, Export.

FRANCHISE MODEL DEVELOPMENT | BRAND EXPANSION

UK/ South Africa, November 2009 – February 2019

Franchise Manager - Sevenpointfive

- Developed Franchise Model, Costings, Projections, Financing via Major Banks, SOP.
- Conducted Franchise Expo, Legislature Petitions, and Membership to Natural Medicines Council in UK.
- Developed Training Syllabus, Conducted Training, Implemented SOP procedures, Oversaw Growth of franchises.
- Responsible for 30% Increase in ARR per year 2010 – 2016

Security System Design

South Africa, May 2006 – August 2009

Electronic System Design | Programming | Implementation - Solveur

- Designed Wireless Alarm Systems utilising various components to create bespoke alarm systems with GSM, WiFi, Response Modules.
- Custom designed systems and conducted installation, testing, and response integrations.
- Integrated wireless modules into centralised systems, as well as upgrade and integration of existing systems.

GOLDSMITH

South Africa, January 2003 – May 2006

Jewellery Design | Manufacture

- Trained in Jewellery Design, Metallurgy, Precious and Semi-Precious Gemstones, Silversmithing, Goldsmithing, Stone-setting.
- Trained in resource management, forging, fabrication, and finishing of high-end jewellery.
- Designed and created custom jewellery.