

FernAmber LaHoud

Mosta | Tblisi | Pretoria
echolahoud@gmail.com | [LinkedIn](#) | [Portfolio](#)

About Me

Dynamic and results-driven copywriter with a proven track record in the advertising and marketing industries. Leveraging 12 years of experience to create engaging content that resonates with target audiences.

Adept at combining creativity with strategic insights to deliver what is needed,

I began my career as a word wizard 12 years ago as a part-time gig to make extra cash on the side, and I have been able to successfully quit working in an office to pursue it full-time as a mother of two who enjoys working funny hours, chasing deadlines and learning every single day!

Tools:

Grammarly Pro	Google Analytics
Hemingway	Mailchimp
SEM Rush	Google AdWords
AHRefs	Yoast

SEO Toolkit: Yoast, SurferSEO, Frase, and more.
Project Management Tools (Trello, Asana)

Niches I've Worked in:

- **Finance:** Forex, Finance Services, AML, KYC, Crypto
- **Health:** Fitness, Health and Wellness, Medical, Animal Welfare and Veterinary
- **Adult Content:** Sexual health and wellness for both women and men
- **Food and Beverage:** All aspects of food and beverage, from product to service
- **Technologies:** Technology, SaaS, Software
- **Legal:** Immigration, Corporate Law, Criminal Law,
- **Luxury Goods:** Real Estate, Super Yachts
- **Non-Profits:** Orphanages, NGOs, Various
- **Travel:** Tourism, Hospitality, Luxe Property

EXPERIENCE

Senior Content Writer (Remote Contract)

Aug 2023 - Dec 2023

Arringo, Floriana | Malta

Social Media

- Developed engaging and compliance-focused content for the social media platforms of AML, KYC, and Forex brokers, resulting in increased follower engagement and brand visibility.

Mailers and Email Marketing

- Successfully crafted persuasive and informative mailers for Forex brokers, effectively communicating key messages and promotions to the target audience.

Articles

- Conducted in-depth research on intricate Forex and Crypto concepts, translating complex information into accessible and informative articles for a diverse range of audiences (both on an intermediate and experienced reader level)

Campaign Cultivation

- I played a role in the development and execution of Forex and Crypto-related campaigns, contributing to the strategic planning and content creation.

Teams

- Worked in a collaborative environment that involved communication with relevant team members to ensure a seamless flow of content.

Marketing Strategist

Feb 2020 - Nov 2020

F and G Sourcing Specialist, Durban | South Africa

Social Media

- Developed and managed social media accounts.
- Helped streamline a clear and defined social media presence as well as aesthetic

Copy and Content

- Crafted compelling copy and content for a new app under development.
- Crafted website copy and content.
- Crafted a user guide and handbooks for the app.

App Launch

- Devised comprehensive marketing strategies for the app launch, leveraging expertise in the advertising and marketing industries.
- Helped assist stakeholders and vendors working on the project with information.
- Managed communications with the project stakeholders.

Research and Development

- Underwent basic IT and financial recruitment training to facilitate a deeper understanding of the product. Worked in the recruitment environment, actively formatting CVs and recruiting to understand the framework better.

Community Manager

Nov 2018 - Dec 2019

Mozambik, Balito | South Africa

Group Social Media Management

- Oversaw the management of more than 12 social media accounts across the Mozambik Group. (Mainly on Instagram and Facebook)
- Daily content curation, posting, and managing every aspect of social media.
- My daily tasks would include managing social media bookings for restaurants nationwide and liaising with restaurants to ensure bookings are honored.

Campaign Management

- Led the management of social media campaigns.
- Worked closely with the department head to spearhead any in-store group campaigns.
- Helped develop regional and individual in-store campaigns for various franchisees and company stores.

Communication Between Stakeholders

- Facilitated communication between the marketing department and complaints management.
- Follow-ups with customers who have complained - ensuring that the issues are rectified
- Facilitated groupwide communications regarding social media - social media trends, specials, and the like.

Reputation Management and Damage Control

- Managed the digital reputation of the organization.
- Conducted damage control and risk assessment within social media communities. Daily checking for reviews posted to local forums - alerting the relevant stakeholders to any substantial reputation risks
- Helped mitigate risks within the communities.

Systems Tester and Marketing

Feb 2018 - Oct 2018

Chilli Source Development, Durban | South Africa

Software Testing

- Conducted software testing and analyzed functionality.

- Created and maintained test logs and resolved bugs.

Client Liason

- Interacted with clients to address software issues.
- Liaised with the software development team to address any and all system errors, bug fixes, and ad hoc development projects as requested by clients.

Marketing Strategy

- Developed marketing strategies for the launch of new software.
 - Assisted communication between marketing teams and the CEO of the company
 - Planned and managed Expos and trade show stands.
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Copywriter / Content Creator

Aug 2012 - Present

Self-Employed | Write Edit, Remote | UK, US, Canada

- Proven track record in creating high-quality, SEO-optimized content across various digital platforms.
- Exceptional writing skills with a strong command of grammar, style, and brand voice.
- Skilled in research and staying updated on industry trends for informative articles.
- Experience collaborating with cross-functional teams to align content with marketing objectives.
- Proficient in CMS and writing tools for efficient content creation and publication.
- Ability to tailor content to different audiences and formats.
- Strong understanding of SEO principles, resulting in improved search rankings and organic traffic.
- Utilization of analytics tools to measure content performance and make data-driven decisions.

Content types: Technical copy, white papers, case studies, long-form blog content, website content, email copy, direct sales marketing content, marketing copy, social media, email and mailer copy.

Tasks and Specializations:

SEO Copywriting:

- Conduct keyword planning and research for targeted content.
- Perform website auditing and optimization for improved search engine visibility.
- Implement SEO strategies, including meta tags, headings, and internal linking.

Client Research:

- Thoroughly research client industries, target audiences, and competitors.
- Analyze client goals and objectives to tailor content accordingly.

New Topic Research:

- Stay updated on emerging trends and topics within various industries.
- Conduct comprehensive research to develop engaging content ideas.

Campaign Research:

- Investigate market trends and audience preferences to inform campaign strategies.
- Analyze past campaigns for insights and areas of improvement.

Content Optimization:

- Optimize content for search engines, incorporating relevant keywords and ensuring readability scores meet industry standards.
- Conduct A/B testing and analyze performance metrics to optimize content effectiveness.

Clients:

- Content creator for 100p Social Media.
- Created content for the Missouri DWI & Criminal Law Center.
- Created content and copy for Constellation Marketing.

- Worked alongside SmartBrands to create high-volume sales copy for websites and product pages and content for promotional articles.
 - Created content and copy for Uptick Marketing in Alabama.
 - Lead creator for New Phase Blends.
 - Content creator for adult toy products - creating unique and bespoke articles that can rank due to content specifications.
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EDUCATION

Jun 2011

Basic Secondary Education

St Raphealas Secondary | Dublin | Ireland

Film - History - English Literature

Palmer's College | Essex | UK

Sept 2011 - Jul 2013

SKILLS

Expert in: Copywriting, SEO, Auditing, Research, Communication, Adaptability

Intermediate in: Content Creation, Marketing Strategy, Social Media Management, Campaign Research, Reputation Management, Collaboration, Project Management, Software Testing