

ABOUT:

I am a **strategic** and **imaginative** writer. I **don't settle for anything less than high-quality content** that resonates with people and adds value to their life. I enjoy doing this through **wit, relatability,** and **creative language**. My background in copywriting, brand identity development, entrepreneurship, and photography means I am able to bring a **fresh and holistic perspective** to everything I create.

EDUCATION:

2022 – Present

French language lessons

French Language Centre
Fish Hoek, Cape Town

2024, June

Writing Course with Marion Scher

Media Mentors

2022

Kat Coroy Instagram Course

2006 – 2008

Third Year

Linguistics and Art History

Rhodes University

2005

Teaching English as a Foreign Language (TEFL) Course

Mauzac, France

2004

Matric

Kingsmead College
Johannesburg

INTERESTS:

Nature walks with my dog, chocolate, food, perfume, reading, and travel. I'm passionate about animal rights, environmentalism, and equality in society.

HARD SKILLS:

- Lifestyle content writing
- Website copywriting
- Newsletter and CRM emailer copywriting
- Print and online general copywriting
- Proofreading
- Editing
- SEO keyword research and integration
- Social media strategy and post copywriting
- Media articles, blogs, press release writing
- Content strategy
- Research and fact-checking
- Ability to write strong and engaging copy
- Ability to write in a consistent brand voice
- Conducting research interviews

SOFT SKILLS:

- Understanding and knowledge of social media trends
- Deep knowledge of travel and tourism industry trends
- Able to write for local and international audiences
- Creative and original
- Independent and responsible
- Confident and enthusiastic learner
- Able to onboard systems and processes
- Attention to detail
- Project handling

WORK EXPERIENCE:

2022 – Present **Writer**
Big Ambitions

I created compelling travel and tourism content, consistently delivering engaging copy that resonated with diverse audiences and drove measurable results.

- Editing and proofreading
- Long- and short-form writing, including blogs, media articles, and press releases
- Research and development of content angles and strategy
- Copywriting for websites, newsletters, CRM mailers, social media, brochures, printed and online promotional materials, etc.
- SEO keyword best practices, research, and integration
- Staying up-to-date with social media and content strategy trends
- Writing for South African and international audiences
- Fact-checking
- Conducting research interviews

ACHIEVEMENTS:

- Successfully developed content for **prestigious clients**, including **Norwegian Cruise Line, Flight Centre Travel Group, SATSA** (Southern Africa Tourism Services Association), **ASATA** (Association of Southern African Travel Agents), **Africa Travel Week (ATW), Pullman Cape Town (Accor)**, and **BON Hotels**.
- Established clients as **thought leaders** and industry authorities through compelling content.
- Created engaging B2C and B2B copy that **generated press coverage, leads, and bookings**. My articles were featured in online and print publications, including the **Mail & Guardian, FlySafair's InFlight magazine, Southern Africa's Travel News, IOL, Tourism Update**, and **Eyewitness News (EWN)**.
- Designed and implemented effective social media strategies, **increasing audience engagement**.

2019 – 2022 **Entrepreneur and Founder**
Toastie Candles and Fragrances

As a small business founder and entrepreneur, I successfully designed, formulated, and marketed artisanal scented candles and natural perfumes.

- Product development and marketing
- Copywriting for website, packaging, brochures, social media, etc.
- Managing client relationships
- Branding and marketing
- Social media content creation
- Photography styling and shooting
- Collaborating with ceramic artists, illustrators, and artists

ACHIEVEMENTS:

- With quality products and **purpose-driven marketing** I achieved consistent **sales growth** and **lasting client/customer relationships**.

2017 – 2019 **Creative Director**
Esterhuizen & Rosenthal

Co-founded Esterhuizen & Rosenthal, a creative studio dedicated to empowering small businesses through comprehensive brand solutions.

- Copywriting for websites, brand guides, social media, and promotional materials
- Brand identity development, coaching, and strategy
- Campaign design
- Photography styling and shooting
- Project and client management

ACHIEVEMENTS:

- Conceptualised and executed bold, **fresh strategies** and content that resulted in **brand awareness, campaign launches, sales growth, and business acquisition**.
- **Secured retainers** with businesses across multiple industries, including fashion, architecture, fine art, business coaching, and cyber security.