

ABOUT:

I am a **skilled and imaginative writer and content strategist**. I don't settle for anything less than **high-quality** and **meticulously researched content** that resonates with people and **adds value** to their lives. I enjoy doing this through **humour, relatability, and creative language**. My background in feature writing, copywriting, brand and content development, entrepreneurship, and photography allows me to bring a **fresh and holistic perspective** to everything I create.

View my portfolio: <https://tallulaesterhuizen.journoportfolio.com/>

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:

I'm deeply curious about the world around me. I love travel, food, fragrance, reading, and nature walks with my dog.

HARD SKILLS:

- Lifestyle, travel, beauty, and editorial writing
- Content strategy
- Angle research, development, and pitching
- Conducting thorough research (including interviews)
- Skilled in writing long- and short-form articles
- Editing
- Proofreading
- Fact-checking
- Adaptable and able to write on various topics and for different audiences (including local and international)
- SEO keyword strategy, research, best practices, and integration
- Ability to write strong and engaging copy
- Ability to write in a consistent tone of voice

SOFT SKILLS:

- Independent and responsible
- Able to meet tight deadlines
- Able to onboard systems and processes quickly
- Curious and always eager to learn new things

WORK EXPERIENCE:

2024 – present **Freelance Lifestyle, Travel, and Editorial Writer**

I write engaging, positive, and entertaining lifestyle, travel, and editorial content for online and print publications.

ACHIEVEMENTS:

- 25 articles published on **MSN** and **Dukes Avenue** in less than three weeks.

2022 – 2024 **Writer**

Big Ambitions

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

- Editing, fact-checking, and proofreading
- Research and development of content angles and strategy
- Long- and short-form article writing
- Blog and press release writing
- Copywriting for websites, newsletters, mailers, social media, brochures, printed and online promotional materials
- SEO keyword best practices, research, and integration
- Writing for diverse and international audiences
- Conducting research interviews

ACHIEVEMENTS:

- Successfully developed content for **prestigious clients**, including **The Diamond Works**, **SATSA** (Southern Africa Tourism Services Association), **Giltedge Travel Group**, **Africa Travel Week (ATW)**, **Pullman Cape Town (Accor)**, **Extraordinary Luxury Lodges and Hotels**, and **MORE Family Collection**.
- 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)**.

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
- Brand and content strategy
- 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.