



Marjorie Joubert

Copywriter



mmjoubert21@gmail.com



George, Western Cape
South Africa

SKILLS & EXPERTISE

- Brand Voice & Messaging Development
- SEO & Keyword Optimisations
- Social Media Content
- Advertising & Marketing Copy
- Proofreading & Editing
- Storytelling & Creative Writing
- Topic Research & Academic Writing

EDUCATION

Bachelor of Arts in Language & Literature

North-West University, South Africa

Diploma in French Language Studies – B1

North-West University, South Africa

CERTIFICATES & COURSES

Teaching English as a Foreign Language

Global Language Training Ltd

Grammar Refresher

Talent Inc

PROFESSIONAL SUMMARY

Creative and detail-oriented Copywriter with experience in crafting compelling content for diverse audiences.

EXPERIENCE

Copywriter

at Dotsure Ltd | Badger Int

2022 – Present

- Develop creative and engaging copy for blogs, social media, mailers, and PR content.
- Brainstorm and create ATL, TTL, and BTL marketing campaigns.
- Collaborate with channel managers, designers, and strategists to align messaging with brand objectives.
- Optimise content for SEO to improve visibility and engagement.
- Write and edit corporate partner communications.

Special projects:

- Composition of a Brand Lexicon
- Development of a Company Culture Guide
- Overhaul of the website and client communications.
- Rewrite and update all product one-pagers and brochures.

Ghostwriter

at Dibly | The Urban Writers

2021

- Wrote and edited non-fiction projects for different clients.
- Conducted in-depth research to produce factually accurate and well-structured content.
- Edited and refined client drafts to enhance clarity, coherence, and impact.
- Collaborated with clients, subject matter experts, and editors to bring ideas to life while ensuring a seamless final product.

Afrikaans Language Teacher

at Hazyview Primary School

2020

- Delivered engaging third-language lessons tailored to primary school learners.
- Developed age-appropriate lesson plans and assessments to enhance language acquisition.
- Assessed student progress through regular evaluations and provided constructive feedback to support individual growth.