



MARCHELLE ABRAHAMS

AWARD-WINNING WRITER AND FREELANCE CONTENT DESIGNER

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Cape Town / Remote

AWARDS

2019 - Diageo Responsible Drinking Media Awards

Winner: Online

Winner Newspaper Commercial

EXPERTISE

Content strategy

Sub-editing & proofreading

Flair for writing and researching depth, exciting and solid articles

in-

Strong leadership

SEO and Google Analytics

User behaviour

Social media platform management

Photoshop/Canva and basic HTML

Strong research skills

CMS and relational databases

Good problem solver

Excellent communicator

Accomplished and tenacious publisher and content professional with a wealth of experience across the digital and print landscape, contributing to both national media corporations and private companies in South Africa, UK and US. I skilfully integrate the realms of social media marketing, creative writing, and journalism, to help companies achieve strategic goals, captivate diverse audiences, and bring their brands to life. Having won two prestigious awards at the RDMA Awards in 2019, this continuously propels me to explore the most innovative approaches for addressing topics. My knack for detailed planning, flawless execution, multitasking, and seamless teamwork shines in both collaborative and autonomous settings.

I HAVE WORKED FOR:

CONDE NAST | PAIGE TURNER | IOL | INDEPENDENT MEDIA | MARKS & SPENCER | THE SOUTH AFRICAN | IAFRICA | TISCALI

Freelance

- SEO content writer | ROI High | 2024- Contributing writer | BONA Magazine |
- 2023-2025
- Copywriter | Have Your Say | 2023 Romance fiction ghost writer | Paige
- Turner | 2021 - 2023 Fintech writer |
- Upwork | 2023 Editor | Old Street
- magazine | 2013 Editor | 277 (fashion blog) | 2010 Lifestyle content writer | Green Living | 2008

2019 - 2023

IOL

Senior Lifestyle Live Editor

- Managed group of multimedia journalists across three regions
- Set the strategic vision, management and maintenance of IOL Lifestyle, Entertainment and Travel sections
- Published IOL digital magazines
- Curated and wrote content underpinned by audience mapping and data analysis
- Assigned and sub edited copy, ensuring style guide was adhered to
- Reported on monthly Google Analytics figures
- Kept up to date with latest online publishing trends and tools
- Worked collaboratively with multidisciplinary teams and stakeholders

EXPERT COMPETENCIES

Complex Problem Solving: Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Active Listening: Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Critical Thinking: Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Judgment and Decision Making: Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Management: Coordinating and leading others to meet objectives and goals.

Monitoring: Monitoring/assessing performance of other individuals, or organizations to make improvements and take corrective action.

EDUCATION

Hubspot Academy Email Content

Marketing - 2023

Introduction to Google Analytics - 2021

North Western University Creating Engaging Content - 2019

Shaw Academy, UK Introduction to social media marketing - 2016

City Varsity Creative Writing and journalism short course - 2004

Cape Peninsula University of Technology Journalism - 1999 – 2001

Livingstone High Matric Certificate - 1998

2016 - 2019
IndependentMedia(national)
Features Writer (Family)

- Researched and wrote thought-provoking content for parenting, home and relationship verticals for IOL Lifestyle and various lifestyle supplements across the Independent print stable
- Oversaw online daily diary, and contributed to weekly print diary
- Contributed to annual content plan for print
- Acted as quality controller
- Extensive interview skills
- Posted content to social media platforms - Image selection and editing
-

Nov 2017 - Jan 2018
House & Garden (Conde Nast)

Acting Online Editor

- Worked in conjunction with magazine editors and writers to create a fluent online platform
- Wrote original content for online portal
- Worked under tight deadlines
- Great attention to detail in picture editing and headline & blurb optimisation
- Applying SEO best practice and monitoring user behaviour

2014 - 2016
IOL

Travel Content Producer

- Researched and wrote thought-provoking content for IOL Travel vertical
- Oversaw online daily diary, and contributed to weekly print diary
- Contributed to annual content plan for print
- Acting as quality controller
- Extensive interview skills
- Posting content to social media platforms - Image selection and editing

OTHER

Duty editor | IOL | 2007 to 2010
Copywriter | Marks & Spencer (London, UK) | 2006 to 2007
Features writer | iAfrica | 2005 to 2006
Sub editor | IOL | 2004 to 2005
Monitoring / Fashion sub editor | Tiscali | 2002 to 2004

REFERENCES

Debashine Thangevelo
Acting Executive Editor
Independent Media, Lifestyle print
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Riana Howa
Former editor
IOL
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