

MARCHELLE ABRAHAMS

CONTENT CREATOR, EDITOR & MULTI-MEDIA JOURNALIST

CONDE NASTE | IOL | INDEPENDENT MEDIA | MARKS & SPENCER | IAFRICA | TISCALI

PERSONAL PROFILE:

Personable and tenacious professional with years of experience working in the digital arena for both media and private companies in Cape Town and London. I have the skill and ability to marry social media marketing and creative writing and journalism, to meet objectives and satisfy audiences. I was nominated at the RDMA Awards in 2018 and this continues to spur me on to find the most innovative angles to tackle topics. I display an outstanding ability to plan, operate, multitask and work across teams or on my own. I am adept in writing about parenting, health, fashion, lifestyle, travel, beauty, gossip and entertainment.

SKILLS & INTERESTS:

- Strong Sub-Editing Skills
- Strong Organizational Skills
- Content strategy
- Online Writing Skills
- Policies & Procedures
- SEO and Google Analysis
- Analysis user behaviour
- Social Media Platform Management
- Photoshop and Basic HTML
- Flair for Writing and Researching in-depth, exciting and solid articles
- Content Management Systems and Relational Databases
- Problem Solving
- Good Time Management
- Goal-Oriented
- Good Communication Skills

CONTACT INFORMATION:

Phone: 082 8279972

Email: marchelleabr@gmail.com

Website: marchelle.journoportfolio.com

WORK EXPERIENCE:

FAMILY FEATURES WRITER

Independent Media (national) | 2016 - present

- Research and writing thought-provoking content for parenting, home and relationship verticals for IOL Lifestyle and various lifestyle supplements across the Independent print stable
- Oversea online daily diary, and contribute to weekly print diary
- Contribute to annual content plan for print
- Acting as quality controller
- Extensive interview skills
- Posting content to social media platforms
- Image selection and editing

ACTING ONLINE EDITOR

House & Garden (Conde Naste) | 2017-2018

- 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

TRAVEL CONTENT PRODUCER

IOL | 2014 -2017

- Managed IOL Travel section (strategy and daily management)
- Attended press conferences and product launches
- Created, communicated, and implemented the organisation's vision, mission, and overall direction for Travel section
- Social media management and data analysis
- Managed client relationships and stakeholder relationships

JUNIOR LIFESTYLE EDITOR

IOL | 2010 - 2016

- Maintained and updated IOL Lifestyle/Travel on a daily basis
- Sourced copy and pictures
- Provided excellent customer service in a timely and professional manner
- Work in multiple systems simultaneously and prioritise tasks

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 guiding others to meet objectives and goals.
- **Monitoring:** Monitoring/assessing performance of other individuals, or organizations to make improvements and take corrective action.

CONTACT INFORMATION:

Phone: 082 8279972
Email: marchelleabr@gmail.com
Website: marchelle.journoportfolio.com

REFERENCES:

Rhys Johnstone
Position: Dstv managing editor
Contact details: 0823822800

Juanita Williams
Position: All Africa news editor
Contact details: 0832608572

WORK EXPERIENCE:

DUTY EDITOR

IOL | 2007 - 2010

- Copy tasting & subbing as well as picture editing
- Managed IOL news and back sections
- Worked to tight deadlines and in cross-functional teams

COPYWRITER (LONDON, UK)

Marks & Spencer | 2006 - 2007

- Wrote copy for Marks & Spencer online shopping website
- Keep up to date with current fashion trends
- Collaborated with buying and legal teams.
- Met challenging deadlines and tackled heavy work loads

FEATURES WRITER

iafrica.com | 2005 - 2006

- Wrote and researched lifestyle features for iafrica.com content
- Subbed and generated local and international news
- Worked with management and other personnel to establish goals, strategies, and plans
- Utilised strong writing, verbal and interpersonal communication skills

OTHER:

Sub Editor | IOL | 2004 - 2005

Motoring/Fashion sub-editor | Tiscali | 2002 - 2004

FREELANCE:

Old Street digital magazine (fashion & lifestyle) 2012
277 - local fashion blog - 2010

EDUCATIONAL HISTORY:

North Western University
Creating Engaging Content
current

Shaw Academy, UK
Introduction to social media marketing
2016

City Varsity
Creative Writing and journalism short course
2004

Cape Peninsula University of Technology
Journalism Diploma
1999 – 2001

Livingstone High
Matric Certificate
1998