

Kendra Veckranges

TECHNICAL CONTENT WRITER

Passionate, creative, and entrepreneurial Technical Content Writer with experience developing engaging content for a variety of channels, including websites, social media, feature articles, blogs, marketing materials, and press releases. Strong collaboration and communication skills, combined with exceptional writing, editing, data analysis, research, and collaboration abilities. Skilled at connecting with targeted audiences to build brands.

AREAS OF EXCELLENCE

Copywriting • Content Management • Storytelling • Marketing • Advertising • Branding • SEO • Social Media (Facebook, Twitter) • Communication • Data Analysis • Market Research • Agile Methodology • Bilingual: English (native)~Dutch (A2)

TECHNICAL SKILLS

R programming • LaTeX • Microsoft Office Suite • WordPress • HTML • Google Analytics • Google AdWords • Hootsuite • MailChimp • Survey Monkey

WRITING NICHE

SaaS • Science • Technology • Medical • Academia • Health

EXPERIENCE

Freelance | 2016 – 2019

Copy Writer

- Created feature articles, SEO blog content, and SEO-friendly website copy for a variety of companies, including Archetype Copywriting and Tech Girl
- Focused on maintaining a clear and consistent brand voice
- Collaborated with Marketing teams and other stakeholders to create brand guide materials and help direct, develop, and edit content and design
- Produced original, compelling content across multimedia channels to implement in integrated marketing campaigns
- Performed market research and data analysis to understand core audiences and their motivations to leverage social media effectively

University of the Witwatersrand, Johannesburg, South Africa | 2018

Teaching Assistant & Tutor for MA e-science (data science)

- Assisted in development of course materials for two courses: Principles of Quantitative Social Research and Advanced Topics in Quantitative Social Research; coursework focused on R programming for statistical analysis, including linear, mixed-model and logistic regression
- Facilitated in-classroom lectures and interactive coursework and ensured student comprehension
- Prepared, disseminated, and graded course assignments

Volkswagen South Africa, Sandton, South Africa | 2014 - 2017

Marketing Research Analyst | 2016 – 2017

- Collaborated with IPSOS to manage execution, data collection and analysis of Customer Service Index
- Performed market research and data analysis regarding the automotive market and competitive environment in South Africa; communicated information to stakeholders
- Provided recommendations on methodology, questionnaires, sample structure, weightings and reporting systems to be applied to research projects

Brand Coordinator | 2014 – 2016

- Maintained VWSA website and marketing materials; managed Volkswagen Driving Academy, Scirocco, Beetle and Point of Sale materials
- Provided guidance and approval for digital, print, and radio advertising for 106 dealerships
- Spearheaded launch of 2015 Scirocco Sonic Highway campaign; resulted in Assegai Award for best microsite and shortlisted for Loerie Award
- Coordinated launch events and annual awards

VOLUNTEER WORK

Student Sponsorship Programme | 2012

Social Media Manager

- Managed social media platforms, including blog, and trained staff members on how to manage them

Childline Johannesburg | 2015

Copywriter

- Digitised call centre manual and updated information pamphlet

EDUCATION

Master of Arts in International Relations

University of the Witwatersrand | July 2015 – June 2020

Bachelor of Arts (Honours) in International Relations

University of the Witwatersrand | Feb 2012 – Nov 2013

Bachelor of Social Science in English, Philosophy, & Politics

University of Cape Town | Feb 2008 – June 2011

AWARDS

2015 Assegai Integrated Marketing Award: Gold in Category "Online: Banners, Microsites, Websites, and Other" for Scirocco Sonic Highway 3

2015 Naledi People & Leadership Award for contribution to the 2015 VWSA Family