

Curriculum Vitae – Shea Karssing

Personal highlights:

- ✓ **Bachelor of Journalism *cum laude***
- ✓ **Nine years' writing experience across a broad range of media, audiences and topics**
- ✓ **Four years' experience in marketing, three in management position**

Full name: Shea Roslyn Karssing
Nationality: South African
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Date of birth: 3 February 1988
Home language: English
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Academic credentials

Rhodes University – Grahamstown, Eastern Cape, South Africa (2006 – 2009)

- Bachelor of Journalism (*cum laude*)

- ✓ Dean's List" for academic achievement.
- ✓ Undergraduate subjects: Journalism, English Literature, Sociology, Earth Science, Geography, History and Appreciation of Music, Speech and Drama

St. Anne's Diocesan College – Hilton, KwaZulu Natal (2001 – 2005)

- IEB Matric Exemption (with Distinction)

- ✓ Dux Runner-Up
- ✓ Subjects and final results: English (A), Zulu (B), Mathematics Higher Grade (B), Biology (A), Geography (A), Speech and Drama (A)

Professional credentials

Marketing consultant and Freelance copywriter (May 2011 – current)

- ✓ Developing, implementing and executing strategic marketing plans
- ✓ Writing blog articles, website content, marketing material, press releases
- ✓ Social media content creation and community management

Clients include:

- Sun International (Hospitality group)
- Smarter Business (UK B2B service provider)
- Conosco (UK B2B IT support company)
- School-Days (B2C rewards programme)
- FGX Studios (Agency) – tasked with a range of briefs for different clients
- Red Pen Communications (Agency) – tasked with a range of briefs for different clients
- Southern Destinations (Travel Agency)
- Content Candy (Agency) – tasked with a range of briefs for different clients

Conosco (Sept 2015 – May 2017)

Marketing and PR Manager

- ✓ Manage company rebrand throughout the process of research, strategy, and execution
- ✓ Create content for press releases and network with key contacts for their distribution
- ✓ Create content for and manage social media networks
- ✓ Create and manage campaign strategy for lead generation
- ✓ Manage and optimise the website for conversion and SEO
- ✓ Monthly analysis and reporting of all marketing and lead generation activities

Midlands Meander Association (April 2014 – Aug 2015)

Marketing and PR Manager

I performed the following functions in my role:

- ✓ Media coverage – ensured The Midlands Meander Association (MMA) has an adequate amount of paid and unpaid publicity by writing press releases, news and features
- ✓ Planned marketing activities for the year according to a tight budget
- ✓ Grew relationships with key journalists, editors and members of the media
- ✓ Created bi-monthly marketing newsletters covering a range of topics
- ✓ Increasing advertising sales and MMA memberships
- ✓ Managed admin, design and traffic for the production of the annual MMA Guide
- ✓ Ensured that the MMA website was up-to-date and relevant.
- ✓ Developed a monthly Facebook and Twitter strategy and monitored and managed these accounts
- ✓ Graphic design: designing MMA Guide, artwork for adverts and all MMA branding material
- ✓ Identified, planned and attended key shows and exhibitions
- ✓ Analysed and reported back monthly on all marketing activities and new developments

Select SACS (February 2013-April 2014)

Executive Assistant

- ✓ Assisted the MD with all aspects of running the business, provided ideas and recommendations for marketing materials, writing and editing emails and documents, and provided administrative and client support

Match-Ignite Marketing (March 2012 – Jan 2013)

Account Co-ordinator and Copywriter

- ✓ Oversaw marketing campaigns (direct mail, e-blasts, brochures, social media) from brief to execution, coordinating with clients, creative team, and third-party resources
- ✓ Co-ordinated with graphic designers to ensure that the graphic content aligned with the copy and marketing brief
- ✓ Created original copy for advertising and marketing campaigns
- ✓ Created content calendars for client's Facebook page and Twitter accounts

JinSan Middle School (Sep 2010 - Sep 2011)

English Teacher

- ✓ Taught English as a second language to Middle School students with creative lesson plans
- ✓ Led two-week English Conversation Camps and weekly extra classes

Grocott's Mail (Feb 2009- Nov 2009)

Student Journalist

- ✓ Attended news meetings and came up with content ideas
- ✓ Researched, wrote, and edited news stories covering a variety of topics

The Oppidan Press (Sep 2007- Sep 2009)

Chief Sub-Editor (2007-2008) and Opinions Editor (2009)

- ✓ Edited the entire newspaper content to ensure that the content that went to print was of the highest journalistic standard
- ✓ Wrote articles, headlines, advertising copy, and captions for the newspaper
- ✓ Co-ordinated with the graphic design team to ensure that all elements of the newspaper were represented effectively

Additional acquired skills

- Jellyfish SEO Course
- Hubspot Inbound Certification
- Google Adwords Certification
- Rhodes University Creative Writing Course
- Achieve Global's Interpersonal Management Skills (IMS) course
- Achieve Global's Professional Sales Skills (PSS) course

Information Technology systems and applications experience:

- ✓ International Computer Driver's License
- ✓ Microsoft Office: Excel, Word, PowerPoint and Outlook (and Google Doc equivalents)
- ✓ CorelDraw
- ✓ Hootsuite
- ✓ Survey Monkey
- ✓ Wordpress
- ✓ Google Analytics and Adwords
- ✓ Adobe Social
- ✓ MailChimp
- ✓ Ahrefs

Significant awards and achievements

- ✓ Conosco Employee of the Month July 2016
- ✓ Comrades Marathon finisher – 2015, 2016, 2017
- ✓ Winner of *The Witness* True Stories competition – Snapshot category in 2015
- ✓ Runner-up in *The Witness* True Stories competition – Open category
- ✓ Rhodes University Dean's List for final year academic achievement
- ✓ Academic Half-Colours at Rhodes University
- ✓ Member of the Golden Key Society (top 5% of Humanities Faculty at Rhodes University)
- ✓ Top 50 position in National English Olympiad in 2003 and 2005
- ✓ Head Girl of St Anne's Diocesan College
- ✓ St Anne's Diocesan College Honours in Academics; Colours in Speech and Drama; and Half-Colours in Cross Country and Athletics
- ✓ Cheryl Frayne Award for all-round excellence at St Anne's Diocesan College
- ✓ Good Fellowship Award at St Anne's Diocesan College
- ✓ Dux Runner-up at St Anne's Diocesan College