

CURRICULUM VITAE FOR EMILY PETTIT

PERSONAL DETAILS

SURNAME : Pettit
FIRST NAMES : Emily Elizabeth
CONTACT : emilypettitcoetzee@gmail.com
+44 7960 957994

LINKED IN : www.linkedin.com/in/emilyelizabethpettit
ONLINE PORTFOLIO : <https://emilypettit.journoportfolio.com/>

SUMMARY

I am a seasoned creative content writer, marketing and communications professional with 20 years of emerging market experience; passionate about building productive, rewarding relationships with clients, communities and team members.

Adept at communicating across diverse international audiences, I am detail-oriented, with the ability to translate client requirements into compelling, informative content at a moment's notice.

SKILLS

- Marketing and PR content creation
- Writing and editing for print and digital
- Copywriting / reporting
- Long form feature writing
- Implementation and management of social media campaigns
- SEO
- Internal communication
- Website management – Mailchimp and Hubspot
- Email marketing campaigns
- Team management and teamwork
- Client liaison
- Corporate communication
- Time management
- Experienced in Adobe InDesign, Photoshop, Canva, Wordpress, Adwords and Acrobat DC

EMPLOYMENT:

CLAREMONT SCHOOL

Date : May 2021 - Present
Position : Marketing, PR and Communications Officer

Responsibilities:

At Claremont School I am involved in all aspects of the marketing, public relations and promotional events that take place throughout the academic year. I am responsible for the daily and weekly communications across all channels, liaising with media, brainstorming strategy and increasing the number of admissions throughout every year group. .

My daily responsibilities include:

- Alumni relations and communications
- Analytics (Google, Wordpress and Facebook)
- Branding
- Community relations
- Newsletter and email communications
- External relations (feeder schools)
- Graphic design (InDesign, Photoshop, Canva)
- Internal stakeholder communications
- Market research
- Marketing strategy
- Website content management
- Writing and editing articles, PR content, blog and social media content
- Photography and videography including editing
- Print advertising and advert design
- PR
- Promoting boarding internationally and locally
- SEO
- Social media management (Hootsuite, Facebook, Instagram, Twitter, YouTube, Vimeo)
- Managing suppliers
- Budget management
- Events organisation and management

VINEHALL SCHOOL

Date : April 2020 – April 2021
Position : Marketing, PR and Communications Manager

Responsibilities:

At Vinehall School I was responsible for managing all marketing and communications including advertising, design work, website, social media, PR, budget, marketing strategy, photography and video; editing the School's weekly newsletter and annual magazine; developing the School's Alumni and working with the Admissions team to increase enquiries. During my 12-month contract, I conceptualised and delivered a new lockdown marketing strategy and grew their social media audiences.

Responsibilities included:

- Designing and managing online, social and print advertising
- Implementing and analysing marketing campaigns
- Designing and producing content for newsletters and e-communications
- Designing flyers, posters, banners and other promotional materials
- Branding internal and external documents
- Monitoring and updating the website and social media pages
- Photography and videography
- Market and customer research
- Creating and implementing the marketing strategy including developing new ways to communicate to new and existing customers
- Organising and coordinating events and evaluating their success
- General office and admin support

JOHN BROWN MEDIA SOUTH AFRICA

Date : June 2016 – November 2019
Position : Content Manager / Special Projects Editor

Responsibilities:

Worked closely with agency sales and marketing teams to conceptualise, write, edit and publish internal and external communications. In this role I created blog posts, case studies, newsletters and web content, optimised for an online audience, with keyword research and Search Engine Optimisation, ensuring optimal conversion results were achieved where appropriate.

- Editor of 2 monthly print publications plus all special projects
- Editorial team management
- Client liaison
- Interviewing and transcribing
- Editing and proofreading
- Deadline management
- Worked closely with sales and management team to ensure client satisfaction
- Conceptualising and presenting monthly content plan
- Social media management
- Creating pitch deck for new clients
- SEO and keyword research for digital articles

PHOENIX PARTNERSHIP PR and MARKETING

Date : October 2015 – May 2016
Position : PR Content Manager

Responsibilities:

Created all PR and marketing content for the company clients, which included the world's largest timed cycle race, as well as a large hotel group. Managed freelancers and helped to organise events. During my time at Phoenix Partnership, I was instrumental in securing new clients and increasing the footprint of the company.

- Client liaison
- Content creation
- Media liaison
- Social media campaign management
- Community management
- Market research
- Commission freelancers

COPY INK

Date : April 2010 – September 2015
Position : Founder and owner of Copy Ink, content creation agency

Responsibilities:

I ran my own copywriting and editing business, creating relevant, engaging content for clients, which included some of the country's largest fashion retailers, financial institutions and magazines.

- Client retention
- Sourcing new clients
- Writing and editing for digital and print publications
- Managing budget
- Influencer content creation
- Financial writing

ELLE MAGAZINE

Date : June 2008 – April 2009
Position : Production and Sub Editor – ELLE Magazine

Responsibilities:

Managed all freelancer deadlines and organised shoots. Created the production schedule and flat plan.

Date : April 2009 – March 2010
Position : Features Writer/Social Media Manager – ELLE Magazine

Responsibilities:

Pitched articles and researched and wrote the bulk of the content in the magazine. During my time there I got the first ELLE South Africa social media channels up and running.

- Pitch articles
- Write and edit articles
- Research and interview for articles
- Commission freelancers
- Create flat plan

* Previous job history on request

EDUCATION

WYNBERG GIRLS HIGH SCHOOL

January 1992 – December 1996

MONTROSE BUSINESS COLLEGE

February – November 1997

CITY VARSITY

Creative Writing and Journalism : December 1999 – 2000

MCGILLIVRAY LINNEGAR ASSOCIATES

Sub-editing and Proofreading for Magazines : November 2009 – April 2010

UNIVERSITY OF CAPE TOWN

UCT Copywriting for Online Marketing : June 2019 – August 2019

* References available on request.