

CELESTE KRIEL

COPYWRITER / COPY EDITOR / MULTIMEDIA JOURNALIST



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Multi-passionate communications specialist with extensive experience in writing and editing news stories across a number of beats, and freelance copywriting for startups. My special interests include mental health and holistic wellness, with a focus on inclusive media representation and accessibility. Accustomed to working under tight deadlines and capable of producing polished and crisp content, attracting readers, and building loyalty. Offering 5 years of media and marketing experience and ready to take on a new position.

WEBSITES & SOCIAL LINKS

Portfolio:

<http://https://celestegabriellekriel.journopotfolio.com/>

EDUCATION

BACHELOR OF ARTS

University of Cape Town / Cape Town

Majored in Film, Media and Writing.

BACHELOR OF JOURNALISM

Rhodes University / Grahamstown

2010

CELTA

Goodhope Studies / Cape Town

2010

SKILLS

Content development

Copywriting, editing, and review

Grammar skills

Social media proficiency

Quantitative analysis

Excellent written and verbal communicator

Research

Promotional marketing and advertising

Photography

Social Media Content Creation

Search Engine Optimization

LANGUAGES

English

Korea

Afrikaans

WORK EXPERIENCE

COPYWRITER

Today Well Spent / Apr 2020 - Present / Remote

- Write long-form articles for Today Well Spent -- a startup creating science-backed tools for peak mental health and performance.
- Research the latest mental wellness trends in the psychology sphere as well as science-backed tools for mindfulness.
- Collate research.
- Edit posts for clarity and grammar before publishing.
- Ensure copy is SEO rich and contains "tweetables".
- Brainstorm how content can be repackaged on different social media platforms.

FREELANCE CULTURE JOURNALIST

The Korea Times / Sep 2016 - Present / Remote

- Write stories for print and digital platforms, and researched and chose appropriate visual content to be included.
- Created stories for publication on topics such as travel, music, art, and culture, with a focus on inclusive media representation.
- Utilized interviews, observation, and research to collect and verify information about stories to be submitted for publication.

COPY EDITOR

The Korea Times / Aug 2016 - Jan 2020 / Seoul

- Conducted research and edited articles to ensure clarity, accuracy, and consistency for print and digital publication.
- Worked with reporters, photographers, page designers, graphic artists, supervisors, and others to ensure that all elements worked together properly in every package that accompanied an article.
- Wrote headlines, short article previews and photo captions to provide key information in tight spaces.
- Provided a final check on pages just prior to publication to ensure that the various elements created the desired effect.
- Communicated between reporters and desk editors, ensuring quality publication.

WELLNESS TRAVEL AMBASSADOR

Korea Tourism Organization / Apr 2019 - Nov 2019 / Seoul

- Planned and implemented social media strategy regarding wellness travel destinations in South Korea.
- Created content for the KTO to use on their website and social media channels.
- Reviewed wellness travel destinations in South Korea via digital content including blog articles, videos, and photos.

BUSINESS ESL INSTRUCTOR

Carrot English / Jan 2016 - Aug 2016 / Seoul

- Created and employed engaging media learning materials in order to increase student understanding.
- Documented student assignments, attendance and test scores in online reporting system.
- Assisted Adult students in learning English as a second language.
- Attended professional development workshops focused on learning goals and classroom management.
- Provided instruction to adult students on required business conversation and grammar skills.
- Provided one-on-one instruction for non-English speaking students within classroom settings.

ESL TEACHER + CURRICULUM EDITOR

Dongbuk Elementary School and Yangpyeong English Village / Jan 2013 - Dec 2015 / Seoul

- Created daily lesson plans for Elementary School ESL classes.
- With fellow educators held sessions to collaborate and share information with the objective of Improving student success.
- Instructed 24 ESL lessons weekly.
- Enhanced participation in activities by using online classroom management applications.
- Employed kinesthetic (TPR), visual and auditory approaches to make lessons interesting and interactive.
- Engaged in cultural immersion programs with students to further augment global understanding.
- Designed original curriculum for students of all ages.
- Copy edited the existing curriculum.

DIGITAL JOURNALIST

Primedia / Jan 2012 - Jul 2020 / Cape Town

- Edited wire stories for online platforms, and chose appropriate visual content to be included.
- Wrote and pitched original story ideas in the travel, music, arts, and culture niches.
- Used various social networking sites, such as Instagram, Facebook, and Twitter to share and promote published stories and create audience engagement. educate and entertain readers.

QUALITATIVE ANALYST / MARKET RESEARCHER

TMS Research / Jun 2010 - Jan 2011 / Johannesburg

- Collaborated on the development of new service and products for blue-chip clients such as Standard Bank, with the objective to increase company's market share.
- Assessed existing offerings' performance, and identified areas to increase effectiveness and identify areas of opportunity.
- Liaised with marketing and communication teams to devise methods for standardization, design, and production of new marketing plans.
- Conducted strategic analysis of competitors' strengths and weaknesses.
- Designed strategies for communications to reach target audiences.

ASSISTANT PROJECT MANAGER

PALAMA / Jan 2010 - Mar 2010 / Cape Town

- Compiled facilitation materials for workshops.
- Edited and improved existing facilitation materials.
- Assisted project manager with practical and administration duties.

STAFF REPORTER

Grocott's Mail / Feb 2009 - Aug 2009 / Grahamstown

- Created stories for publication on diverse topics such as health, city planning, and breaking news.
- Each morning, attended the editorial meeting and pitched at least 1 story a day.