

Content Creator & Copywriter

Short-Form · Long-Form · Social · Video Scripts | 7 Years | UK & SA Brands

Remote | South Africa-Based | UK-Aligned | Ref: FR-mktg-2707



PROFESSIONAL SUMMARY

Creative and versatile Content Creator and Copywriter based in Cape Town with 7 years of experience producing high-impact content across social media, video scripts, blogs, email, and brand campaigns for South African and UK brands. Equally at home writing punchy Instagram captions, long-form YouTube scripts, TikTok hooks, newsletter copy, and SEO blog articles. Has built and managed content channels from scratch, growing audiences organically through consistent, platform-native creative. Writes in a clear, engaging, native English voice and has produced content for UK audiences for over two years.

TECHNICAL SKILLS

Copywriting (short & long form)	●●●●●●
Video Scripting & Storyboarding	●●●●●●
Social Media Content Creation	●●●●●●
WordPress / CMS Publishing	●●●●●●
Canva / Adobe Express	●●●●●●
Email Copywriting (Klaviyo/MC)	●●●●●●
SEO Writing & Keyword Research	●●●●●●
Notion / Airtable (content planning)	●●●●●●
GA4 / Content Analytics	●●●●●●
HubSpot CMS	●●●●●●

EDUCATION

BA Honours: English & Creative Writing

University of Cape Town | 2016

CERTIFICATIONS

- HubSpot Content Marketing Certified
- HubSpot Email Marketing
- Copyblogger Certified Content Marketer

PROFESSIONAL EXPERIENCE

Senior Content Creator & Copywriter

Jan 2021 – Present | Remote | B2B SaaS & Consumer Brands | Cape Town

- Create and publish 30–40 pieces of original content per month across blog, social media, email, video scripts, and landing pages.
- Write short-form social content for Instagram, LinkedIn, and TikTok — crafting hooks, captions, and CTAs with above-average engagement.
- Script long-form YouTube videos and short-form Reels/TikToks, writing to camera in a conversational native English voice for UK audiences.
- Write SEO-optimised blog articles contributing to a 65% increase in organic blog traffic and 28% growth in inbound leads over two years.
- Develop and maintain brand voice guidelines used across all written touchpoints — social, email, web, and video.
- Write and test email newsletter copy, achieving open rates above industry average through subject line testing and segmentation.
- Produce ad copy and paid social creative scripts for Meta and LinkedIn campaigns.
- Create content series and campaign concepts from brief to execution, briefing the design team on visual requirements.
- Ghostwrite thought leadership articles and opinion pieces for the CEO, published in leading industry outlets.
- Repurpose long-form content into social snippets, email sequences, and short-form video scripts.
- For 18 months, produced all content for the UK version of the platform — writing in British English and localising campaign messaging.

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LANGUAGES

- English (Native)
- Afrikaans (Fluent)

KEY STRENGTHS

- ✓ Native English writer & storyteller
- ✓ Short-form & long-form content
- ✓ Video scripting & Reels/TikTok copy
- ✓ Social media content creation
- ✓ Brand voice & tone development
- ✓ Email copywriting & sequences
- ✓ British English content proficiency

Content Creator & Copywriter

Mar 2018 – Dec 2020 | Digital Publishing Agency | Cape Town

- Created original content across blog, social media, email, and video scripts for South African and UK clients.
- Wrote platform-native social content for Instagram, Facebook, LinkedIn, and Twitter, adapting tone to each platform.
- Scripted explainer videos, product demos, and brand story videos for client YouTube channels.
- Produced email sequences and campaign copy for client marketing automation programmes.
- Grew a client Instagram account from 2K to 18K followers over 12 months through consistent short-form content.
- Worked on a UK financial services client for over a year, producing British-English content to precise editorial standards.

Junior Copywriter

Jul 2016 – Feb 2018 | Cape Town Agency

- Wrote web copy, blog posts, social media captions, and email content for South African clients.
- Assisted in scripting short promotional videos and product explainers for client social channels.
- Managed content publishing via WordPress and maintained content calendars for 4 client accounts.
- Proofread and edited content for accuracy, grammar, tone, and brand consistency.