

BIANCA

Mid-Weight Digital Copywriter

Johannesburg, South Africa

PROFESSIONAL SUMMARY

A digitally savvy, highly organized professional with extensive global agency experience in copywriting and digital marketing. Expert in crafting SEO-optimized copy, creative clickbait, and compelling narratives that drive brand engagement. Proven ability to thrive within fast-paced, multi-disciplinary teams and independently manage complex marketing briefs across B2B and B2C sectors.

KEY SKILLS

Creative & Digital Copywriting

Content & Creative Strategy

Data Analytics & Monthly Reporting

B2B & B2C Marketing

Search Engine Optimization (SEO)

Social Media Marketing & Paid Ads

Project & Account Management

Content Management Systems (WordPress, Wix)

PROFESSIONAL EXPERIENCE

Mid-Weight Digital Copywriter

Dec 2022 - Feb 2023

Leading International Advertising Agency

Dubai, UAE (Remote)

- Created written content for various advertising and marketing materials, including voice-over scripts, brochures, and websites.

- Developed social media copy across Facebook, Instagram, and LinkedIn for high-profile global clients in the automotive, food & beverage, and real estate sectors.
- Managed deliverables for international brands including major UAE automotive distributors and luxury enrichment projects.

Copywriting Lead - Monetization**Jun 2022 - Dec 2022****Major Global Media & Entertainment Group***Johannesburg, South Africa*

- Headed copy for the monetization department, delivering all Facebook and YouTube monetization copy for major international entertainment networks (MTV, Comedy Central, BET).
- Collaborated with regional marketing teams to optimize digital assets for revenue generation.

Mid-Weight Digital Copywriter**Jun 2022 - Dec 2022****Leading Digital Marketing Agency***Johannesburg, South Africa*

- Delivered digital copy for major FMCG brands in the food and household sectors.
- Worked directly with managing directors to align creative output with business-to-consumer marketing strategies.

Account Manager**Nov 2020 - May 2022****UK-Based Digital Marketing Firm***London, UK (Remote)*

- Created and managed digital marketing strategies for a portfolio of SME brands.
- Pitched comprehensive digital strategies to clients and prepared monthly data analytic reports.
- Collaborated directly with the founder on the primary agency rebranding project.

Senior Digital Copywriter & Moderator**May 2020 - Dec 2022****Global Specialty Luxury Community***USA & Australia (Remote)*

- Developed SEO website copy and long-form blog posts for the world's largest diamond and jewelry community.
- Analyzed US natural diamond price markets and prepared data analytic reports.
- Managed social media advertising copy including headlines, CTAs, and primary descriptions.

Junior Digital Copywriter**Feb 2018 - Feb 2020**

Specialist PR & Communications Agency

Cape Town, South Africa

- Drafted Press Releases and managed social media marketing for world-leading skincare and beauty brands (L'Oréal, Neutrogena, Max Factor).
- Monitored social media platforms to increase engagement and prepared performance reports.

EDUCATION

Postgraduate Diploma in Business Administration

University of the Witwatersrand (2021 - 2022)

BCom Digital Marketing

Vega School of Brand Leadership (2016 - 2019)

BA in Creative Brand Communications (Copywriting)

Vega School of Brand Leadership (2015)

TOOLS

Google Workspace, Microsoft Suite (Teams, Word, Excel, PowerPoint), WordPress, Wix, Squarespace, SEMRush, Hootsuite, Later, Facebook Ads Manager, Slack, Trello, Asana, MailChimp, Rocketseed, Canva.