

# Danielle

Chief Copywriter & Multi-Disciplinary Creative

**ROOCRUIT**

Cape Town, South Africa

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## PROFESSIONAL SUMMARY

Highly accomplished Copywriter and Creative Professional with extensive experience in digital marketing, production management, and content strategy. Proven track record in overseeing website copy, blog management, and social media for diverse brands, including Shopify management and short-form video production. A Cum Laude honors graduate with a strong background in client support and project management, dedicated to delivering high-impact creative solutions.

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## KEY SKILLS

- Copywriting & Website Copy
- Digital Marketing Strategy
- Production Management
- Shopify Setup & Management
- Content Writing & Blog Management
- Social Media Management
- Short-form Video Creation & Editing
- Ghost Writing

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## PROFESSIONAL EXPERIENCE

### CHIEF COPYWRITER & MULTI-DISCIPLINARY CREATIVE

Jan 2019 – Present

*Leading Digital Marketing & Production Agency*

- Managing digital services and creative output for a variety of high-profile clients.
- Overseeing website copywriting, blog editing, and platform management.
- Managed social media presence for brands in the beverage and lifestyle sectors (Gin, Vodka, and Lifestyle Magazines).
- Produced high-quality short-form video content and behind-the-scenes footage for fashion and brand events.
- Implemented Shopify solutions and managed e-commerce content updates.

**ACADEMIC TUTOR & CLIENT SUPPORT MANAGER****Jan 2013 – Jul 2018***International Tutoring Service Provider (Academic Services)*

- Facilitated client relations and support for a service trusted by over 25,000 parents globally.
- Managed educational placements and provided high-level academic guidance.

**HEAD COACH & PROJECT MANAGER****Jan 2014 – Dec 2017***Specialized Sports & Youth Education Company*

- Directed training programs for youth and adults, ensuring safety and operational efficiency.
- Managed logistical projects and team coordination for large-scale outdoor training sessions.

**EDUCATION**

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**Bachelor of Arts in Psychology (Honours)**

University of South Africa (2014)

**Cum Laude**    **Golden Key Society Lifetime Member****Bachelor of Social Sciences in Psychology**

University of South Africa

**Top 15% of graduates nationally****VOLUNTEER WORK**

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**Art of Living Teacher / Volunteer:** Dedicated to teaching meditation, breath work, and stress management techniques across various sectors of society.

**AWARDS & INTERESTS**

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- Full Colours for Yachting
- Passionate about stress management and holistic wellness