

# RooCruit

East London, South Africa

## INGE

### Copywriter / Account Manager

#### PROFESSIONAL SUMMARY

*Experienced writing and editing professional with over 5 years of agency experience, skilled in creating high-quality written content for both long-form SEO (website copy, blog posts, articles) and short-form copywriting (social media, email marketing, digital campaigns). A versatile professional who bridges the gap between creative execution and account management, consistently delivering data-driven strategies that drive brand growth and revenue.*

#### KEY SKILLS

- Marketing Communications
- Digital Marketing Strategy
- SEO & Content Writing
- Advertising Copy
- Email Marketing Copy
- Client Management
- Strategic Planning
- Team Collaboration
- Content Strategy
- Marketing KPIs

#### PROFESSIONAL EXPERIENCE

##### Account Manager / Copywriter

Oct 2020 - Present

*Creative Design & Digital Studio*

- Manage a portfolio of local and international client accounts, serving as the primary point of contact for all communications.
- Lead cross-functional teams of designers, writers, and web developers to deliver successful marketing campaigns.
- Develop high-converting copy for client websites, blogs, and advertising copy for print and radio.

- Collaborate with graphic designers to produce digital ads and creative assets.
- Develop project timelines and manage budgets to ensure campaigns are delivered on time and within scope.
- Facilitate client feedback meetings to ensure project alignment and satisfaction.

## Marketing Strategist

Jan 2019 - Oct 2020

*Full-Service Marketing & Brand Agency*

- Conducted in-depth market research and analyzed consumer behavior to identify industry trends and opportunities.
- Established innovative marketing strategies to align with clients' business objectives and brand messaging.
- Developed data-driven strategies to drive revenue growth and brand awareness for a diverse client base.

## Program Manager / Copywriter

Jan 2018 - July 2018

*International Humanitarian Organization (Haiti)*

- Wrote and developed implementation plans while working alongside the Country Director and Management Team.
- Authored blog articles and conducted professional interviews for organizational storytelling.

## English Teacher

2017 - 2019 (Seasonal)

*Elite International Private Boarding School (Switzerland)*

- Served as an international teacher for summer/seasonal programs at a premier educational institution.

## EDUCATION

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### Nelson Mandela University

Bachelor of Commerce: Marketing Management & Industrial Psychology (April 2017)

Academic Excellence Award: First in class (91%)

## CERTIFICATIONS & INTERESTS

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**Certifications:** International TEFL & TESOL; First Aid

**Interests:** Blogging; Professional Reading; Trail Running; Hiking; Gardening

*Additional Information: Holds Swiss Citizenship.*