

NICOLE

RooCruit

Writer | Social Media Manager | Content Creator

Johannesburg, South Africa

PROFESSIONAL SUMMARY

An 11+ year versatile creative professional with a rich background in scriptwriting, social media management, and content strategy. Expert in developing engaging digital narratives for international YouTube channels and managing brand voices across diverse social platforms. Proven capability in coordinating marketing efforts, sales negotiations, and high-stakes production environments.

KEY SKILLS

- Social Media Strategy & Management
- Content Creation (Video, Reels, Photography)
- Copywriting & Scriptwriting
- Copy Editing & Proofreading
- Adobe Creative Suite
- Asana Project Management
- Data Metrics & Analytics
- Drone Pilot
- Digital Marketing & Ad Management
- Client & Sales Negotiations

PROFESSIONAL EXPERIENCE

Content Creator & Social Media Manager

2021-01 – Present*Portfolio of Hospitality, Craft Beer & Lifestyle Brands*

- Developing and implementing comprehensive social media strategies to increase brand awareness.
- Creating engaging multimedia content (Reels/Photography) that aligns with specific brand voices.
- Monitoring and analyzing social media metrics to track progress and optimize ROI.
- Creating and managing social media advertising campaigns to drive conversion.

Script & Copy Writer and Content Researcher

2021-02 – Present

International Digital Media Agency (Los Angeles Based)

- Generating scripts for high-traffic YouTube channels, focusing on viewer retention and engagement.
- Conducting deep-dive research to help clients expand their content niches and YouTube presence.

Sales Coordinator & Social Media

2021-10 – 2022-03

Premier Lifestyle & Travel Guide

- Coordinated social media channels and digital marketing initiatives.
- Managed sales and client negotiations for high-value advertising placements.

Creative Scriptwriter

2020-09 – 2021-03

Global YouTube Content House (Ukraine Based)

- Crafted creative scripts for large-scale YouTube channel productions.

Scriptwriter & Storyliner

2018-01 – 2021-03

Leading Television Production & Drama Series

- Served as scriptwriter and storyliner for an award-winning daily drama series.
- Collaborated on narrative development and performed rigorous proofreading and editing for production readiness.

Marketing and Social Media Coordinator

2017-01 – 2017-12

Experiential Marketing & Events Agency

- Managed end-to-end social media for live events.
- Conducted event research and facilitated professional client communications.

Teacher & Tutor

2015-01 – 2017-01

Private Educational Support Centre

- Specialized instruction for children with learning difficulties.

Manager

2014-01 – 2017-01

Retail & Apparel Management

- Handled bookkeeping, inventory management, and daily operational oversight.

EDUCATION

BA(Hons) Performance & Visual Art

University of Witwatersrand

Focus: Directing, Writing, Psychology
