

CATHY

Freelance Copywriter & Marketing Strategist

PROFESSIONAL SUMMARY

Award-winning marketing communications professional with over 25 years of experience and a passion for creating impactful messaging for B2B, B2C, and non-profit sectors. I specialize in helping businesses clarify their brand voice and achieve strategic marketing goals through high-quality, results-driven content. Certified in digital marketing, social media, and SEO, I bring a wealth of expertise in crafting everything from complex white papers to engaging social media copy.

KEY SKILLS

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|----------------------------------|------------------------------------|
| Copywriting & Content Creation | Strategic Marketing Communications |
| Digital Marketing & SEO | B2B & B2C Communication |
| Press Releases & Media Relations | Social Media Strategy |
| Case Studies & E-books | Website Content Optimization |

PROFESSIONAL EXPERIENCE

Freelance Copywriter & Marketing Strategist Ongoing

Providing high-level communication services for diverse industries including Medical Technology, International Travel, and Social Impact Organizations.

- **B2B Sector:** Developed content for International Aerospace Engineering firms, Dental Technology companies, and Global Automation leaders.
- **B2C Sector:** Crafted messaging for Boutique Travel agencies and International Healthcare brands.

- **Non-Profit Sector:** Managed communications for leading South African Mental Health NGOs, Early Childhood Development data initiatives, and Youth Entrepreneurship organizations.
- **Agency Collaboration:** Partnered with Continental News Distribution agencies and leading Inbound Marketing firms to deliver high-impact client campaigns.

Key Deliverables & Content Expertise

- Strategic Articles & Thought Leadership Blogs
- Comprehensive E-books and Brochures
- Newsworthy Press Releases for local and international media
- High-conversion Product Pages and Sales Decks
- User-friendly, SEO-optimized Website Copy
- Data-driven Case Studies

EDUCATION & LEARNING

BA Honours

University of Newcastle upon Tyne

Certificate in Digital Marketing

Stellenbosch University / Red & Yellow (2018)

SEO Fundamentals – SEMRush (2021)

Digital Garage Certification – Google (2018)

Social Marketing Certification – Hootsuite (2016)

Web PR – Quirk Education (2011)

LANGUAGES

- English (Native - UK)