

HILARY

Communications Specialist & Content Writer

PROFESSIONAL SUMMARY

A versatile communication specialist with over 20 years of experience, particularly within the financial services industry. Expert in creative copywriting, social media content strategy, and "plain language" translation of complex technical documentation into engaging, customer-centric content. Highly skilled at tailoring brand voice and connecting with audiences through energy, enthusiasm, and a strategic approach to messaging.

KEY SKILLS

- Content Writing & Editing (Websites, Blogs, News)
- Plain Language Writing & Rewriting
- Internal & External Communication Strategy
- Social Media Content Strategy & Management
- Financial Services Regulatory Requirements
- Scriptwriting (Presentations & Radio)
- Customer Experience (CX) Strategy
- Stakeholder Collaboration
- Project Management
- Research & Proofreading

PROFESSIONAL EXPERIENCE

Communications Specialist & Content Writer

2021 – Present

Independent Communications Consultancy

- Development and implementation of comprehensive customer and internal communication strategies.

- Execution of content writing and editing across diverse platforms including websites, mailers, and news articles.
- End-to-end social media management, including strategy, content creation, reporting, and public crisis/complaint management.
- Translating complicated product documentation into user-friendly content that meets stringent financial services regulatory requirements.
- Drafting scripts for professional presentations and radio advertisements.

Product Documentation & Communications Specialist

2019 – 2021

Leading South African Insurance Provider

- Developed easy-to-read, customer-centric product documentation aligned with financial services regulations.
- Reviewed and edited communications from business partners and advertising agencies to ensure alignment with customer experience and business unit strategies.
- Drafted formal responses to complex client queries and regulatory complaints (Ombudsman and FSB).
- Collaborated on the organizational style and tone guide for company-wide communication policies.

Claims Consultant & Brand Contributor

2014 – 2018

Leading South African Insurance Provider

- Managed claims allocations, negotiations, and settlements while supporting management with staff training.
- Voluntarily spearheaded internal communications, compiling branch newsletters and contributing to group-wide internal publications.
- Developed content for software that enabled business development teams to issue customized policy documentation on demand.
- Involved in the production of internal communication video podcasts and served as a Brand Ambassador for marketing initiatives.

Insurance Broking & Claims Management Roles

1997 – 2013

Various Financial Entities: Broking Firms, Portfolio Management, and Insurance Groups

- Prior roles included Portfolio Manager, Business Development Consultant, and Commercial Claims Team Leader.
- Focused on client relationship management, broker services, and high-level claims processing within the South African financial sector.

EDUCATION

Bachelor of Business Administration

IMM Graduate School of Marketing (2018)

Intermediate Certificate in Business Studies

IISA (2000)

LANGUAGES

English (Native/Expert), Afrikaans (Professional Proficiency)

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