

# IAN

## RooCruit

### Senior Copywriter & English Specialist

Gqeberha, South Africa

#### PROFESSIONAL SUMMARY

Highly creative Senior Copywriter with a decade of experience in conceptualizing disruptive solutions for a diverse range of brands. Proven track record in developing succinct, accessible copy across all platforms while maintaining brand-specific tones. Expertise includes mentoring junior talent, scriptwriting, and educational content development, supported by a strong academic background in English and Media.

#### KEY SKILLS

- TTL Copywriting (Through-the-Line)
- Scriptwriting & Concepting
- SEO Content Strategy
- Research & Proofreading
- Educational Content Development
- Creative & Critical Thinking Mentorship
- Digital & Social Media Strategy
- Remote & Online Education

#### PROFESSIONAL EXPERIENCE

##### Senior Copywriter

2018 - 2020 | 2023

*Leading Full-Service Creative Agency*

- Collaborated with a dynamic creative team to conceptualize and develop disruptive, creative solutions to meet complex client requests.
- Developed succinct and accessible copy tailored to the specific tone of various projects, campaigns, and brands.
- Responsible for mentoring junior copywriters, providing guidance on writing technique as well as fostering critical and creative thinking abilities.

##### English Tutor

2021 - Present

### *Global EdTech Learning Platform*

- Leverage native English proficiency and TEFL qualifications to provide online instruction to learners of all ages and language levels globally.
- Facilitate cross-cultural communication and language acquisition for a diverse international student base via remote learning technology.

### **English Tutor / Course Developer**

**2020 - 2021**

#### *International Business Education Platform*

- Instructed business professionals in refined English communication via a digital learning platform.
- Designed and developed comprehensive educational content and courseware utilized platform-wide.

### **Content Writer / Copywriter**

**2017 - 2018**

#### *Specialized Tourism & Travel Agency*

- Created engaging written content for diverse digital platforms including websites, newsletters, blog posts, and social media.
- Optimized all content for SEO to drive organic reach and maximize engagement.

## **EDUCATION**

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### **Post Graduate Certificate in Education**

MANCOSA (2021-2022)

### **BA Honours (English)**

Rhodes University (2016)

### **BA Media, Communication & Culture**

Nelson Mandela University (2013-2015)

## **LANGUAGES**

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Native English Speaker