

HELEN

RooCruit

Freelance Writer / Content Specialist

Cape Town, South Africa

PROFESSIONAL SUMMARY

Experienced writer with an extensive background in the magazine publishing industry, covering a wide range of genres for digital, commercial, and print platforms. Proven track record of delivering clean, engaging copy tailored to diverse audiences while consistently meeting tight deadlines. Specialist expertise in beauty, lifestyle, and features writing for top-tier publications and global brands.

KEY SKILLS

Content Strategy	Blogging & SEO	Editorial Management
Copywriting	Social Media Marketing	Brand Collaborations
Features Writing	Newsletters	Creative Brainstorming

PROFESSIONAL EXPERIENCE

Freelance Writer

April 2020 - Present

Self-Employed / Various Media Engines & Brands

- Produced high-quality written marketing and commercial content for international beauty brands, news outlets, and e-commerce platforms.
- Created engaging editorial pieces for several prominent local magazines.
- Collaborated with leading financial services firms and retail groups on specialized copywriting projects.

Beauty & Lifestyle Writer (Global Magazine Titles)

August 2019 - May 2020

Premium International Media House

- Produced beauty and lifestyle content for print and digital editions of high-profile global lifestyle magazines.
- Represented brands at local and international industry events and product launches.
- Liaised directly with corporate clients and premium brands for content partnerships and collaborations.
- Conceptualized daily digital content and extensive monthly in-book features.

Group Beauty Writer**March 2017 - July 2019***Premium International Media House*

- Managed beauty reporting across three major international magazine titles.
- Developed multi-channel content strategies for print and digital presence.
- Collaborated with marketing and sales departments on brand-aligned content.

Freelance Features Writer**March 2017 - January 2024***Leading African Lifestyle Publisher*

- Authored features for leading publications focusing on lifestyle, home décor, and wellness.

Features Writer & Content Coordinator**April 2015 - February 2017***Leading African Lifestyle Publisher*

- Oversaw writing and features editing for three major retail group publications focused on lifestyle and youth markets.
- Led brainstorming sessions and conceptualized upcoming editions.
- Managed interns and commissioned external freelance contributors.
- Ensured all copy maintained brand-specific tone and style guidelines.

Editorial Intern**August 2014 - March 2015***Leading African Lifestyle Publisher*

- Contributed articles to home, kitchen, and wellness titles.

Content Writing Intern**February 2013 - July 2013***Sustainable Fashion & Digital Resale Platform*

- Sourced news on the global fashion industry and environmental sustainability.
- Managed bi-monthly online magazine posts and Ezine contributions.
- Managed all social media communication, SEO tasks, and digital marketing support.

| EDUCATION

Diploma, Feature Writing

University of Cape Town

Diploma in Journalism

Cape Peninsula University of Technology

Certificate, Copywriting

SA Writers College

Certificate, Travel Writing

SA Writers College

| LANGUAGES

- **English:** Native or Bilingual
- **Afrikaans:** Professional Working