

ROOCRUIT PROFESSIONAL PROFILE

SOFIA

Content Manager & Communications Specialist

Johannesburg, South Africa

PROFESSIONAL SUMMARY

Creative, detail-oriented content and communications professional with a multidisciplinary background spanning linguistics, research, publishing, marketing, and project management. Currently leading multi-platform content strategy across web and email channels, with extensive experience in planning SEO-driven editorial content and managing freelance contributors. Proven ability to deliver high-impact messaging and integrated marketing campaigns in fast-paced, deadline-driven environments using data-led optimization and AI-assisted tools.

KEY SKILLS

- **Editorial:** SEO Writing, Copy Editing, Newsletter Production
- **Strategy:** Content Calendars & Multi-channel Campaigns
- **Management:** Freelance Coordination & Stakeholder Liaison
- **Operations:** Project Management, IP Clearance, Workflow Optimization
- **Research:** Market Analysis & Audience Insights

- **Digital:** Analytics Performance Reporting, CMS, CRM Tools
- **Creative:** Canva Visual Design, Brand Voice Development
- **Linguistic:** Multilingual Translation & Sociolinguistic Analysis

PROFESSIONAL EXPERIENCE

Content Manager

11/2025 - Present

Leading Digital Lifestyle & Media Platform

- Lead editorial planning and coordination of seasonal content calendars across multiple high-traffic verticals.
- Manage recruitment, briefing, editing, and performance tracking of freelance contributors.
- Analyze web, email, and social metrics to implement optimization strategies that improve engagement and traffic.
- Coordinate cross-functional workflows between content, design, and development teams to ensure scalability.
- Strengthened contributor networks and improved editorial turnaround through structured feedback systems.

Content Specialist

08/2025 - 11/2025

Regional Digital Media & City-Guide Agency

- Produced SEO-optimized content for web, email, and social platforms supporting audience growth.
- Managed weekly newsletters for multiple segments and handled sponsored content/campaign deliverables.
- Designed supporting visual assets using Canva for newsletters and digital platforms.
- Tracked content performance using keyword insights to refine editorial output.

Intellectual Property Specialist

12/2021 - 08/2025

International Educational Publishing House

- Managed IP clearance processes for educational materials, ensuring compliant and risk-managed delivery.

- Assessed materials for plagiarism and third-party content rights while proofreading for quality control.
- Negotiated mutually-beneficial contracts and advised stakeholders on licensing matters and DEI directives.
- Developed internal resources and best practices for IP clearance, improving organizational institutional knowledge.

Freelance Copywriter & Researcher

01/2018 - Present

Multi-Industry Freelance Services

- Create long- and short-form content, press releases, and promotional material for national media outlets.
- Conduct in-depth market research to identify industry trends and growth opportunities for various clients.
- Collaborate with leadership to align digital content with corporate objectives and brand goals.

Translator (German to English)

01/2018 - 12/2018

International Language Services Firm

- Translated website copy and promotional materials for high-profile international clients under tight deadlines.
- Adapted messaging for English-speaking audiences while maintaining brand tone and linguistic accuracy.

EDUCATION

Master's in Linguistics | University of the Witwatersrand (2020)

Specialization in Sociolinguistics and Multimodal Critical Discourse Analysis.

BHons in Translation and Interpretation Studies; Linguistics | University of the Witwatersrand (2018)

Professional training in localization and cross-cultural communication (German to English).

Bachelor of Arts in Linguistics and German | University of the Witwatersrand (2017)

Double major inclusive of South African Sign Language and Portuguese coursework.

CERTIFICATIONS

- SEO Certification (HubSpot)
- Content Marketing (HubSpot)
- Inbound Marketing (HubSpot)
- SEO Foundations (LinkedIn)
- Copywriting for Social Media
- HubSpot CRM Certification
- Human-Centred Design (Canva)
- Instructional Design Essentials
- Technical Writing Certification
- Project Management Foundations

LANGUAGES & INTERESTS

Languages: English (Native/Professional), Greek, Spanish (DELE C1), German, Afrikaans, Mandarin (HSK 2).

Interests: Foreign Languages, Technology, Aerial Circus Arts, Musical Theatre, Fitness Coaching.

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