



amy grace tjasink

copywriter & brand storyteller



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Portfolio: www.bopcopy.com



Creative, organised, flexible copywriter with a flair for language and a passion for brand storytelling and problem-solving. Niche experience and proven results for clients in nonprofit tech, SaaS, beauty, sustainability, and education spaces. Well-versed in all forms of writing, from informative long-form content to punchy one-liners, with a special interest in big, multichannel concepts.



Social Content • Concept Creation & Big Ideas • Strategic Thinking • Brand Strategy • Editing & Proofreading • Script Writing • Creative Writing • Public Speaking & Presenting • Long & Short Form Copywriting • Performance Tracking • Collaboration



Figma • Google Suite • AI writing tools • Slack • HubSpot • Microsoft Suite • Miro • Jira • Canva • WordPress • Wix • Asana • Unbounce • Storyblok



NIVEA Global • Oral-B • Lexus (SA) • Nando's (SA) • Standard Bank • PepsiCo • SealGlobal.Co • UNDRR • Pampers • CêlaVita • Immerse Education • Philip Morris Int.



English Native, mother tongue
Afrikaans Intermediate
Portuguese Beginner

2023: Placed 3rd in Cannes Young Lions National Competition for Hungary

2021: Bronze Loerie Winner in Radio & Audio

2019: Gold Loerie Winner in Student Category for Publication Design

2019: Ranked 7th Top Student in Africa & Middle East by Loerie Awards

2019: Top Copywriting Student at Vega Durban

2017, 2018, & 2019: Academic distinction at Vega Durban



Work Experience

Copywriter at Donorbox

April 2025 – Present

- **Wrote and optimised landing page & campaign copy** across main site and product marketing initiatives, including webinars, eBook downloads, and other lead-generation assets, increasing conversion rates on key pages by almost 12% month-over-month.
- **Developed thought leadership content** for guest publications and executive bylines, with work featured in Forbes Business Development Council, AFP's Advancing Philanthropy (26K members), and NonProfit World Magazine (24K readers).
- **Created gated content and event materials**—from eBooks and guides to one-pagers and booklets—to drive engagement and brand visibility across Donorbox's digital and conference channels.

Copywriting Tutor at The Writers College

July 2024 – Present (Part-Time)

- **Guided 40+ students of the Copywriting Course** with in-depth feedback, timely assignment marking, and key industry knowledge in preparation for the copywriting profession
- **Tracked student progress in Excel**, monitored irregularities and provided continuous motivation to those struggling with the course workload
- **Collaborated and aligned with fellow tutors** to maintain consistent marking standards, analyse student performance and streamline processes

B2B Copywriter at Preply

April 2024 – July 2024

- **Enhanced the brand's B2B tone of voice** across digital channels including email, social media, events marketing, Google paid ads, blog articles, landing pages, sales decks, and more
- **Collaborated with multiple departments** to deliver high-converting written materials for B2B in a fast-paced environment
- **Streamlined processes across 5 departments** by strengthening style guides and briefing templates
- **Ideated and scripted 5-10 social media posts per week** for the global and Spanish profiles on Instagram, TikTok, and LinkedIn

Digital Copywriter at Saatchi & Saatchi, Publicis Groupe

May 2022 – April 2024

- **Produced above-the-line advertising materials** for 2 multinational clients in collaboration with teams across 12 countries
- **Debuted NIVEA Global on TikTok** and helped the account reach **1M followers** within a year
- **Launched 8-10 multichannel digital campaigns per year**, leading to increased social media following and engagement
- **Launched existing products into emerging markets across 12 countries**, overseeing the production of end-to-end campaigns that spanned 4-6 months

Additional Experience

Freelance Copywriter for Various Clients

Feb 2022 – April 2025

Junior Copywriter at M&C Saatchi Abel

Jan 2020 – March 2022

Education

Bachelor's Degree in Creative Brand Communications

January 2017 – December 2019

Vega School of Brand Leadership, Durban Campus

Major: Copywriting

Other courses: Marketing & Brand Strategy, Critical Thinking & Media Studies, Digital Media, Creative Development

Graduated with distinction

Volunteering

Esperança Barcelona

June 2024 – November 2024

Meal preparation, volunteer hosting, handing out meals