

Experience

Copywriter

Saatchi & Saatchi, Publicis Groupe | May 2022 - Present

- Worked for a globally recognised client to deliver above-the-line advertising materials
- Acted as a key participant in creative brainstorming sessions
- Crafted captivating and high-converting social media and webpage content, pitched launch ideas for emerging markets, and more
- Developed brand tone of voice in emerging market campaigns
- Took the lead in generating novel campaign concepts in brainstorming meetings

Freelance Copywriter

Various Clients | Feb 2022 - Present

- Crafted high-converting copy for various clientele on a contract basis, such as SealGlobal.Co, The Content Engine, CLCTIV Agency, Josh Meah & Co., and CêlaVita
- Crafted high-quality, informative and engaging copy for social media campaigns, blog articles, webpages, product descriptions, press releases, video scripts, email campaigns, and more
- Experimented with A/B testing to determine the most successful campaign tone of voice amongst target audiences
- Conducted in-depth research about an array of products and topics to ensure accurate and informative content
- Consistently received high praise from clients for the standard and timeliness of work delivered

Copywriter

M&C Saatchi Abel | Jan 2020 - March 2022

- Produced and routinely presented impactful social media content, web copy, print ads and ATL advertising campaigns that aligned with the client's brand guidelines and vision
- Collaborated with creative teams to brainstorm and pitch innovative solutions to complex briefs
- Played a key role in onboarding a new client by familiarising the team and agency with their tone of voice and expectations
- Crafted award-winning radio and audio scripts for a global client as lead copywriter on their 2021 Winter Campaign

Copywriting Intern

FCB Durban | Jan 2019 - Feb 2019

- Joined creative reviews and learned how to revert on given feedback to exceed expectations
- Brainstormed in creative teams to solve client briefs
- Crafted copy for social media & for client presentations

Education

BA Creative Brand Communications 2017 - 2019

Vega School of Brand Leadership

Major: Copywriting

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

Graduated with distinction



amy
grace
tjasink
creative copywriter

Contact

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Portfolio Link: www.bopcopy.com

Profile

Creative, organised, flexible copywriter with a flair for the English language and a passion for descriptive storytelling. Firm believer in the power of words to alter perceptions, inspire lasting change, and bring previously unseen realities to life. Well-versed in all forms of writing from rhythmic poetry to punchy one-liners, and equally skilled at editing, proofreading and amending a given text.

Skills

- Social Media Content
- Unique Concept Creation
- Strategic Thinking
- Brand Strategy & Messaging
- SEO Optimisation
- Editing & Proofreading
- Organisational Skills
- Script Writing
- Leadership
- Poetic & Creative Writing
- Public Speaking
- Long & Short Form Copy
- Presentation Skills
- Collaboration
- Microsoft Suite
- Wordpress, Wix, Canva

Awards & Accolades

Placed Third in Cannes Young Lions National Competition 2023 for Design Category

Saatchi & Saatchi, Publicis Groupe | 2023

Bronze Loerie Winner for Radio & Audio

M&C Saatchi Abel | 2021

Gold Loerie Winner in Student Category for Publication Design

Loerie Awards | 2019

Ranked 7th Top Student in Africa & Middle East

Loerie Awards Annual Rankings | 2019

Top Copywriting Student in Creative Brand Communications Degree

Vega School of Brand Leadership | 2019

Chosen to Exhibit Portfolio on Behalf of Vega School of Brand Leadership

Loeries Creative Week | 2019

Exhibition of Original Poetry

AFDA Film Festival, Durban | 2019

Brightstar Award for Academic Distinction

Vega School of Brand Leadership | 2017, 2018 & 2019

Exhibition of Original Poetry

community.za Art Gallery, Durban | 2018

Exhibition of Original Writing Pieces

community.za Art Gallery, Durban | 2018

References available upon request.