



Contact

amytjasink97@gmail.com

Lisbon, Portugal

(+351) 923367884

Portfolio: www.bopcopy.com

Profile

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 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.

Skills

Social Media Content | Unique Concept Creation & Big Idea Formulation | Strategic Thinking | Brand Strategy | Editing & Proofreading | Organisational Skills | Script Writing | Creative Writing | Public Speaking & Presenting | Long & Short Form Copy | Collaboration

Tools

AI Writing Assistants | Figma | Google Suite | Slack | HubSpot | Salesforce | Microsoft Suite | Miro | Trello | Jira | Monday.com | Canva | Content Management Systems | Asana | Unbounce

Languages

English	Native, mother tongue
Afrikaans	Intermediate
Portuguese	Beginner

Work Experience

Copywriter

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

The Writers College | July 2024 — Present (Part-Time)

- **Guided 25+ 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

Freelance Copywriter

Various Clients | Feb 2022 — April 2025

- **Wrote content for established clients** including SMBs, large corporations and advertising agencies
- **Delivered high-quality, informative, and engaging copy** for social media campaigns, blog articles, web pages, product descriptions, event materials, 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** on 20+ industries to ensure accurate and informative content
- **Consistently received high praise from clients** for the standard and timeliness of work delivered

B2B Copywriter

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

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

Copywriter

M&C Saatchi Abel | Jan 2020 — March 2022

- **Produced and presented** impactful social media content, web copy, print ads, and ATL advertising campaigns that effectively solved brand problems
- **Collaborated across departments to brainstorm and pitch** innovative solutions to complex briefs
- **Played a key role in onboarding a new multinational client** by familiarising the agency with their expectations, challenges, and brand image
- **Produced 3 award-winning radio and audio scripts** for a global client as the lead copywriter for their 2021 Winter Campaign

Education

Bachelor's Degree in 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

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

Represented Vega School of Brand Leadership at Portfolio Exhibition

Loeries Creative Week | 2019

Exhibition of Original Poetry

AFDA Film Festival, Durban | 2019

community.za Art Gallery, Durban | 2018

Exhibition of Original Writing Pieces

community.za Art Gallery, Durban | 2018

Brightstar Award for Academic Distinction

Vega School of Brand Leadership | 2017, 2018 & 2019

Volunteering

Esperança Barcelona

June 2024 — November 2024

Meal preparation, volunteer hosting, handing out meals

Clients

- Donorbox
- Preply (B2B & B2C)
- NIVEA
- Oral-B
- The Writers College
- Lexus South Africa
- Standard Bank (B2B & B2C)
- Nando's
- Automark
- PepsiCo
- SeoProfy (B2B)
- SealGlobal.Co (B2B)
- UNDRR (UN Office for Disaster Risk Reduction)
- Pampers
- CêlaVita
- HIXChat
- Immerse Education
- Philip Morris International
- Athletifreak