

# SASKIA LICHTENSTERN

## CREATIVE CONTENT & COPYWRITER

### PERSONAL PROFILE

Everything I've done over during my career has involved writing to connect, inspire and engage. At first glance my career path may seem a little unorthodox; from marketing copy for a streetwear label in South Africa to writing articles to support cancer survivors with life after treatment; but each experience has moulded me into the accomplished and versatile wordsmith that I am today.



### CONTACT

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[www.saskialightstar.com](http://www.saskialightstar.com)

[hello@saskialightstar.com](mailto:hello@saskialightstar.com)

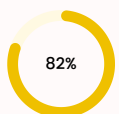
### SKILLS



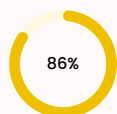
copywriting



Creative  
Concept



Media  
marketing



Social Media

### WORK EXPERIENCE

#### COPYWRITER & CONTENT CREATOR

##### FREELANCE

DECEMBER 2019 - PRESENT

Currently working with a variety of clients from small business owners to creative entrepreneurs and charity organisations. My freelance services include creative content and sales copy for websites, email marketing, blogs, social media posting, video scripts, brochure copy, press releases, product descriptions, proofreading, editing and more.

#### CONTENT CREATOR

##### THE CANCER MISFIT

SEPTEMBER 2017 - MARCH 2021

Creating social media content, both written and video, to support cancer survivors. Article writing for various publications on the subject of survivorship. Video creation for Youtube Channel. Creation of free online course to assist survivors with life after treatment. Public speaking on the subject of cancer survival on various radio shows and podcasts, including Victoria Derbyshire's latest podcast for Future Dreams charity.

## WORK EXPERIENCE CONTD.

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### **AUTHOR**

**HAY HOUSE PUBLISHING UK**

SEPTEMBER 2019 - PRESENT

Worldwide publishing deal for 'The Cancer Misfit' - a guide to navigating life after cancer treatment.

### **CREATIVE CONCEPT & COPYWRITER**

**LOS COJONES DEL PERRO - SOUTH AFRICA**

FEBRUARY 2008 - JULY 2012

Headed up the creative team to develop initial concept and story behind the brand. Created a 'gorilla' marketing strategy at launch of first collection which resulted in media attention - television and newspaper. Responsible for copy in everything product related, including unconventional swing tags telling the brand's story and product descriptions online and in look-book. (Available to view online portfolio [www.saskialightstar.com](http://www.saskialightstar.com))

### **CREATIVE COPYWRITER**

**NATURAL BORN CUSTOMS - SOUTH AFRICA**

NOVEMBER 2012 - MAY 2017

A customisation design company endorsed by Converse SA. I was responsible for all content and copy from conception to distribution, including - website, press releases, email marketing and product branding. I spent almost three years helping to create the persona and voice of the brand and build a loyal customer following.

## EDUCATIONS

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### **MASTERS DEGREE PRINT JOURNALISM**

**EMERSON COLLEGE, BOSTON, USA**

1998 - 2000

### **BACHELORS DEGREE MEDIA STUDIES**

**LONDON GUILDHALL UNIVERSITY**

1993 - 1996

### **ADVANCED CERTIFICATE DIGITAL COPYWRITING**

**INSTITUTE OF DATA & MARKETING (IDM)**

2020 - 2021

### **CREATIVE WRITING DIPLOMA**

**RANDOM HOUSE, CAPE TOWN, SOUTH AFRICA**

2009 - 2010