|  |  |  |
| --- | --- | --- |
|  | Saskia Lichtenstern  Creative Content & Copywriter | London, UK • 07711088711  saskialick@mac.com •  linkedin.com/in/saskia-lichtenstern-781b3152  saskialightstar.com |
| Summary  **Experienced Creative Content & Copywriter with a flair for crafting compelling and engaging copy that captures audiences and drives results.** | |

|  |  |
| --- | --- |
| Summary  Highly versatile and accomplished creative wordsmith with a passion for connecting, inspiring, impacting, and engaging through writing. Possessing a unique combination of creativity, out-of-the-box thinking, and an unorthodox career path, resulting in a dynamic and adaptable professional. Gifted with innovation and constantly pushing boundaries, I offer new ideas and concepts to keep companies a step above the competition. A true asset to any organization looking to pioneer and differentiate themselves from the rest. A published author, bringing a wealth of experience and a passion for creativity and poised to make a significant impact in any role that values innovation and differentiation.  Areas of Expertise   * Copywriting * Creative Conceptualisation * Communication * Ghost Writing * Branding & Concepting * Storytelling * Strategic Guerrilla Marketing * Social Media Content * Creative Direction * SEO & Research * Collaboration * Writing & Publishing * Media Marketing * Attention to Detail * Time Management * Adaptability   Education  Creative Writing Diploma  Random House, Cape Town, South Africa, 2010  Master’s Degree in Print Journalism  Emerson College, Boston, USA  2000  Bachelor’s Degree in Television & Media Studies  London Guildhall University  1996  Certifications  **Advanced Certificate in Digital Copywriting**  Institute of Data & Marketing (IDM)  2020-2021  **Spiritual Development and Interfaith Ministry**  OneSpirit Interfaith Foundation  2018-2020  **Level 3 Certificate in Integrative Counselling and Life-Coaching**  Counselling & Psychotherapy Central Awarding Body  2018-2019 | Highlights of Strengths   * Excellent writing skills in various formats, including blog posts, articles, social media, email marketing, and video scripts for a variety of industries, including media, healthcare, apparel, and nonprofit organisations. * Strong research and analytical skills to understand target audience and industry trends with creative thinking and ability to generate new ideas and concepts. * Solid understanding of social media platforms and ability to create engaging content for each while adjusting brand voice and writing in various tones and styles. * Attention to detail and ability to proofread and edit own work and the ability to work under tight deadlines and manage multiple projects simultaneously.   Career Experience  Freelance, Location 2019 – Present  Copywriter & Content Creator  Produce engaging and compelling copy for various digital and print marketing materials, including website content, social media posts, email campaigns, and product descriptions. Develop content strategy and execute content calendar for various brands to drive engagement, awareness, and sales. Conduct thorough research on industry trends, market insights, and audience personas to inform content development and optimize SEO. Edit and proofread content for grammar, style, tone, and accuracy, ensuring consistency across all communication channels. Manage multiple projects and deadlines simultaneously while maintaining attention to detail and quality of work. Generate new ideas and concepts for content and marketing campaigns, staying up-to-date with industry trends and best practices.   * Developed and executed creative content and copy for a wide range of clients, including small business owners, creative entrepreneurs, and charity organizations. * Produced engaging and effective website copy, email marketing campaigns, blogs, and social media posts that increased client engagement and boosted website traffic. * Crafted persuasive and compelling product descriptions, press releases, and brochure copy that helped clients increase their sales and customer base. * Provided meticulous proofreading and editing services to ensure flawless and error-free copy for clients. * Delivered quality work under tight deadlines, earning positive feedback and repeat business from clients.   The Cancer Misfit, Location 2017 – 2021  Content Creator  Developed and executed creative and engaging content strategies across multiple channels. Conducted in-depth research on industry trends, analysis, and target audience to produce high-quality content that drove engagement, conversion, and brand awareness. Collaborated effectively with cross-functional teams to ensure timely delivery of content and alignment with business goals.   * Developed and implemented a successful social media campaign that provided much-needed support to cancer survivors through written and video content. * Authored compelling articles on survivorship that were published in various publications, reaching a wide audience and raising awareness about the topic. * Created engaging and informative videos for a YouTube channel that provided practical tips and advice for cancer survivors, increasing channel subscribers and garnering positive feedback from viewers.   Hay House Publishing, Location 2019 – Present  Author  Authored a self-help book that has received positive reviews from readers and experts in the field. Created engaging and informative content on various topics related to self-improvement, including personal development, mindfulness, and self-care following cancer treatment.   * Secured worldwide publishing deal with Hay House for self-help book "The Cancer Misfit". * Authored and published a guide for cancer survivors to navigate life after treatment. * Achieved dream of being published by Hay House, a renowned and prestigious publishing company.   Natural Born Customs, South Africa 2012 – 2017  Creative Concept/Design & Copywriter  Crafted compelling copy for a customization design company endorsed by Converse SA that resonated with target audiences and effectively communicated key brand messaging across various marketing channels, including websites, social media, email marketing, and more. Conducted extensive research to inform creative direction and messaging, and leveraged insights to generate fresh and innovative ideas that helped differentiate clients from their competition.   * Collaborated with the team to create and establish a unique brand persona, resulting in a loyal customer following and increased brand recognition. * Played a key role in the growth and success of the company for almost three years, helping to develop and execute marketing strategies that resulted in increased revenue and profitability.   Los Cojones Del Perro, South Africa 2008 – 2012  Founder, Creative Concept & Copywriter  Spearheaded the ideation and creative direction of the brand, successfully establishing a unique and compelling brand story and identity. Implemented a bold and unconventional guerrilla marketing strategy. Crafted compelling and engaging copy for all product-related materials, including innovative swing tags and detailed product descriptions, contributing to the success and growth of the brand.   * Led the creative team to develop the initial brand concept and story, resulting in a distinctive and compelling brand identity. * Executed a successful guerrilla marketing strategy during the launch of the first collection, generating significant media attention in television and newspapers. * Created engaging and unconventional product copy, including swing tags and online descriptions, contributing to increased brand recognition and a strong online presence. |