

SASKIA LICHTENSTERN

CREATIVE CONTENT & COPYWRITER

PERSONAL PROFILE

Everything I've done over the course of my career has involved writing, creativity and out of the box thinking. My focus is to connect, to inspire, to impact and to engage. I know at first glance my career path may seem a little unorthodox; from concept creation for a streetwear label in Cape Town, to writing articles in the UK in support of cancer survivors struggling with life after treatment – but each experience has moulded me into the accomplished and versatile creative wordsmith that I am today.



CONTACT

+44 (0)7711 088711

www.saskialightstar.com

hello@saskialightstar.com

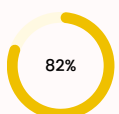
SKILLS



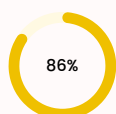
copywriting



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 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.

AUTHOR

HAY HOUSE PUBLISHING UK

SEPTEMBER 2019 - PRESENT

Received a worldwide publishing deal for my self help book '- 'The Cancer Misfit' (a guide for cancer survivors to navigate life after treatment) which was published by Hay House (my dream publishers) in 2021.

FOUNDER, 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)

CREATIVE CONCEPT/DESIGN & 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

BACHELORS DEGREE TELEVISION & MEDIA STUDIES

LONDON GUILDHALL UNIVERSITY

1993 - 1996

MASTERS DEGREE PRINT JOURNALISM

EMERSON COLLEGE, BOSTON, USA

1998 - 2000

CREATIVE WRITING DIPLOMA

RANDOM HOUSE, CAPE TOWN, SOUTH AFRICA

2009 - 2010

LEVEL 3 CERTIFICATE IN INTEGRATIVE COUNSELLING AND LIFE-COACHING

COUNSELLING & PSYCHOTHERAPY CENTRAL

AWARDING BODY

2018 - 2019

SPIRITUAL DEVELOPMENT AND INTERFAITH MINISTRY

ONESPIRIT INTERFAITH FOUNDATION

2018 - 2020

ADVANCED CERTIFICATE DIGITAL COPYWRITING

INSTITUTE OF DATA & MARKETING (IDM)

2020 - 2021