



Phoenix Stemmer

Creative Copywriter



Johannesburg South



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Profile

I first fell in love with the beauty of language and literature at the tender age of just six; sparking a lasting interest in poetry and performance. Over the years, I became more and more committed to the craft and as a result developed outstanding creative writing skills. In addition, I acquired exceptional skills in proofreading, editing, poetry, public speaking, scriptwriting as well as debate. I enjoy adding a splash of creativity and a dash of colour to any writing task I am assigned to, motivated always by my children and the personal goals I have set for myself

Education

Google Digital Garage - 2023
Fundamentals of Digital Marketing

Umuzi Academy - 2018
NQF Level 5 Certificate in Advertising

Udemy - 2018
Successfully completed online course in Search Engine Optimization

North-West University Vaal Triangle Campus - 2011
BA English and Psychology (Incomplete)

Hoërskool Drie Riviere - 2010
Grade 12/Matric

Skills

- Human Centered Design
- Presentation
- Research
- Search Engine Optimization (SEO)
- Project Management
- Language Nuance
- Proofreading
- Editing
- Microsoft (Word, Excel and PowerPoint)

Work Experience

Creative Copywriter - Vibe Experiential - October 2022 to date

Strategising, developing and defining the message that will set the tone of the client's big brand moments across all forms of media. My main duties include writing both long and short copy for creative and digital advertising. I play a roll in content planning creation as well. I am also responsible for proofing design work done by the art directors.

Freelance Social Media Manager - Geological Society of South Africa - March 2022 to October 2022

Overseeing and advising on the GSSA's interactions with their audience, specifically on LinkedIn and YouTube. My main responsibilities include analysing engagement data, identifying trends as well as scheduling content.

Freelance Journalist and Content Creator - Opera News Hub - March 2020 to October 2022

Writing, proofreading and editing online news articles mainly within the Relationships and Parenting categories, occasionally writing for the Lifestyle Category

Conceptual Copywriter - Street Science - February 2021 to August 2021

Strategising, developing and defining the message that would set the tone of the client's big brand moments across all forms of media. My main duties included writing both long and short copy for through the line advertising. I was also responsible for proofing design work done by the art directors.

Junior Copywriter and Content Creator - Kandua - April 2019 to June 2019

Writing promotional copy for banners as well as online advertisements. I was also responsible for updating service descriptions for the company website and mobile app

Copywriter - Umuzi - March 2018 to March 2019

In collaboration with a graphic designer, create, write as well as proofread striking marketing and promotional materials for various products and services.

Front Office Administrator - Mowana Properties - 2017

Offering administrative support across the organisation, including but not limited to: welcoming guests, redirecting phone calls, managing schedules, arranging deliveries as well as promptly and accurately responding to queries