

KJ

KIRSTEN JENNA LEE

LECTURER | COPYWRITER | DIGITAL JOURNALIST | SOCIAL MEDIA WHIZZ |
[HTTPS://KIRSTENJENNALEE.WIXSITE.COM/MYPORTFOLIO](https://kirstenjennalee.wixsite.com/myportfolio)

PROFILE

A copywriting & digital marketing lecturer with journalism & digital marketing experience in FMCG, retail, the food & beverage sector, & the advertising industry. This dedicated & self-sufficient individual demonstrates passion in the education & digital space. Search Engine Optimisation is a speciality with time spent writing long- & short-form for online: from journalistic pieces to email marketing, social media copy, & blog posts. A professional storyteller offering knowledge of Content Management Systems & Adobe programmes alongside transferrable skills in public speaking, digital marketing, teaching, problem solving, ideation, & leadership.

EMPLOYMENT HISTORY

HONOURS SUPERVISOR • VEGA SCHOOL ONLINE • 07/2023 – PRESENT

Supervising honours students in the preparation of their dissertations. Marking and reviewing content and assisting with the writing and completion of the honours dissertation.

MODULE DISCIPLINE LEADER • VEGA SCHOOL ONLINE • 01/2023 – PRESENT

Managing a team of five under one module to oversee their work, ensuring it is done adequately and by the required deadlines while managing their workflow.

HEAD LECTURER • IMM GRADUATE SCHOOL • 02/2023 – PRESENT

Head lecturer of digital marketing, including working on course development, lecturing, marking, managing and overseeing the course, and taking charge of the discussion forum.

LECTURER • IMM GRADUATE SCHOOL • 07/2022 – PRESENT

Led up to 100 students third year & certificate students in digital marketing lectures, while developing lecture material.

COPYWRITING COURSE ASSESSOR • GETSMARTER • 06/2021 – 09/2022

Assessor for a Copywriting for Online Marketing Short Course, in collaboration with UCT, role includes marking scripts with feedback.

LECTURER • VEGA SCHOOL CAPE TOWN • 02/2021 – PRESENT

Led up to 100 students in copywriting, digital marketing, & creative writing lectures, while developing course material & marking scripts with feedback.

COPYWRITER • 99C ADVERTISING AGENCY • 01/2021 – 03/2021

Filled a temporary role writing traditional & digital copy for retail clients like Checkers, LiquorShop, & Shoprite at this Cape Town-based agency.

CONTENT & SOCIAL MEDIA EXECUTIVE • BOOKATABLE BY THEFORK • 09/2019 – 04/2020

Writing for a restaurant booking website & app, email marketing, social media writing, blogging, reviews, & leading a team. Huge uptake in social following on Instagram & boosted client offering.

EDITORIAL WRITER • SQUAREMEAL LONDON • 05/2019 – 08/2019

Writing news articles for food & beverage, social media content, & long-form for B2B events. Improved search ranking & grew Pinterest following.

COPYWRITER • TBWA SOUTH AFRICA • 12/2016 – 07/2018

Writing copy for traditional media, including TV & radio ad scripts, social media, & conceptual campaigns. Worked on retail, alcohol, FMCG, & B2B, such as SPAR stores, Li-Lets, & Beko/DEFY. Awarded a Bronze Loerie.



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SKILLS

LEADERSHIP: Mentored students, managed a team of lecturers at Vega, managed a team & stream-lined processes at Bookatable, & boosted office culture & staff morale at TBWA.

ORGANISATION: Improving productivity through self-reflecting on prioritisation.

COLLABORATION: Teamwork with lecturers in creative collaboration & worked to increase traffic & sales at SquareMeal & Bookatable.

PASSIONATE: Creative brand storytelling & mentoring the minds of tomorrow.

INTERESTS

Digital marketing, photography, blogging, food reviews, environment, journaling & reading.

EDUCATION

MA IN JOURNALISM • 2020 • KINGSTON UNIVERSITY LONDON

Achieved a master's degree with merit & NCTJ diploma. Included a thesis on SEO, Broadcast Journalism major with audio & video editing skills, shorthand, writing for online, & journalistic laws & practices. NQF level 9.

SHORT COURSE IN SOCIAL MEDIA • 2018 •

RED & YELLOW CREATIVE SCHOOL OF BUSINESS

Best practices, tactics, KPIs & strategies for successful social media marketing on various platforms of a business or brand. Achieved 88%.

SHORT COURSE IN DIGITAL CONTENT & COPYWRITING • 2018 •

RED & YELLOW CREATIVE SCHOOL OF BUSINESS

Online writing & community management to plan, create & implement an effective digital content & marketing strategy. Achieved 93%.

SHORT COURSE IN PROBLEM SOLVING & DECISION MAKING • 2017 •

KZN BUSINESS TRAINING CENTRE

A management course offering techniques to define problems, identify & implement solutions while measuring success. NQF level 4.

BA CREATIVE BRAND COMMUNICATIONS • 2016 • VEGA SCHOOL DURBAN

Achieved a first in this Bachelor of Arts degree, majoring in Copywriting. Modules included advertising, design, marketing, strategy, creative development, & critical thinking. Graduated as the top student of the year.

NATIONAL SENIOR CERTIFICATE • 2013 • DANVILLE PARK GIRLS' HIGH SCHOOL

Achieved 88% overall at secondary school. With A+ in English, Drama, & Geography, over 85% for History & Afrikaans, & 79% for Mathematics.



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