



# Amy Wannenburg

amywannenburg@gmail.com

## SKILLS

Organised

Conscientious

Empathetic

Teachable

Content Writing

Copywriting

SEO

Digital Marketing

Social Media Marketing

Digital Content Creation

## REFERENCES

Michelle van Zyl,  
*Shift ONE Digital*

✉ michvanzyl95@gmail.com

Anet van Staden,  
*Shift ONE Digital*

✉ anetdekok@gmail.com

## WORK EXPERIENCE

### Lead Copywriter | *Shift ONE Digital* | 2021 - present

- Write SEO articles and webpages, conduct keyword research, and compile interview questions to get content from subject-matter experts in industries such as retail, SaaS, marketing, HR, and IT.
- Write and structure email newsletters.
- Edit, fact-check, and manage all writing projects from the agency.
- Conceptualise and write content for social media for B2B and B2C brands.
- Stay updated on the latest copywriting and SEO developments, tools, and trends.
- Collaborate with designers and web development teams on projects.
- Write conversion copy for social media ad campaigns, web, and email campaigns.
- Copywriting for a website redesign that won the MarCom 2023 Platinum award in the Website Redesign category.

### Content Writer | *Home Fabrics* | 2021

### Content Writer | *Nutreats* | 2020 - 2021

### Social Media Manager | *Maxibin* | 2018 - 2021

## EDUCATION

**Email Marketing**  
*Hubspot Academy* | [see credential](#)

**Social Media Marketing**  
*Hubspot Academy* | [see credential](#)

**Search Engine Optimisation**  
*Hubspot Academy* | [see credential](#)

**SEO II**  
*Hubspot Academy* | [see credential](#)

**Higher Certificate in Creating Digital Content (Distinction)**  
*Red & Yellow Creative School of Business* | 2020

Received Four Top Achiever Awards:

- Digital Content Practices
- Professional Practice
- Digital Copywriting and Production
- Portfolio and Exhibition

**Matric**  
*GED* | 2019