# Lebo Malatse

### Copy Writer

in linkedin.com/in/lebo-malatse

#### Career Summary

I'm an experienced copywriter skilled in crafting compelling content that drives engagement and achieves marketing goals. I develop effective messaging campaigns across industries and platforms, delivering quality work with attention to detail and on time. I have a passion for storytelling and strategic communication, and my ability to connect with audiences and collaborate with teams makes me a valuable asset.

## 🖶 Professional Experience

LLAG Media present

Copywriting Manager

- Collaborated with graphic designers to create visual assets and wrote copy to drive engagement across various social channels
- Monitored current digital, cultural, and news trends to guide social strategy and foster community engagement
- Ensured customer and community engagement by addressing inquiries, resolving issues, and offering solutions
- Identified new business opportunities and pitched media services to potential clients, fostering business growth
- Drove strategy, creativity, and development of social content across current and upcoming platforms

Menemsha Solutions 06/2022 - 03/2023

Sales & Marketing Specialist

- Created articles, case studies, and other related informative, marketing, and promotional material
- Supported marketing initiatives, campaigns, and Menemsha's social media marketing strategy
- Prepared written responses for RFPs and RFQs and contributed to developing end-user sales processes and departmental procedural documentation
- Managed marketing databases and collaborated with external consultants responsible for marketing materials, social media, and the company website

Black Girl Nerds 10/2019 - present

Writer

- Produced entertainment copies of 800+ words
- Created numerous authentic opinion essays by researching and actively involving underrepresented identities
- Developed a robust, engaging writing style that resonated with readers and captured their attention
- Demonstrated a firm grasp of current entertainment trends and effectively incorporated them into articles to remain relevant and appeal to a broad audience
- Edited and reviewed content to guarantee coherence, clarity, and compliance with client specifications

#### Unity Performing Arts Foundation

09/2017 - 07/2019

Alumni/Student Coordinator

- Generated and proofread multiple press releases and coordinated with radio and television media outlets
- Planned, organized, and coordinated survey sessions for over 5,000 students
- Collaborated with the Student Development Coordinator, Artistic Coach, and Instructors to measure learning progress and ensure students are growing and improving
- Increased effectiveness of the institution's database by using multiple methods to track down former members and update their information and details of their current status on the system

#### Aflac Insurance Company

01/2017 - 08/2017

Benefits Consultant & Adminstrator

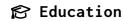
- Administered benefit plans, audited and reconciled vendor invoices and payments for all plans, oversaw employee eligibility, and written communication to participants and vendors.
- Portrayed excellent teamwork skills by working with other departments to develop administrative and business procedures to incorporate changes and requirements to benefits and communicate the changes to all employees.
- Maintained all benefit and employee data in multiple corporate databases for over 3,500 benefited employees and eliminated errors by researching and providing answers to intermediate questions from the client base.
- Provided effective communication by developing a new hire orientation program (including a revised employee handbook) that ensured consistency and minimized exposure to liability by 50%.
- Coordinated department projects and communications, such as department and home directories, rewards and recognition luncheons, and monthly department meeting

Chemitop 02/2014 - 06/2016

Market Research

- Conducted extensive market research to identify consumer behavior and preferences for company MXBON.

- Analyzed the competitive landscape and offered strategic guidance to enhance market positioning.
- Developed surveys and conducted focus groups to gather insights on target customer demographics and preferences
- Utilized data analytics tools to track and analyze market data, identify growth opportunities, and optimize marketing strategies
- Collaborated with interdisciplinary teams to formulate targeted marketing initiatives informed by findings from market research.
- Presented research findings and recommendations to senior management to inform decision-making and drive business growth



Bachelor of Arts United States

Full Sail University
Creative Writing in Entertainment

### **P** Skills

