


Lebo Malatse

Copy Writer

✉ malatsel@outlook.com ☎ 260-797-5637 🔗 <https://l-writes.com/>

 [linkedin.com/in/lebo-malatse](https://www.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 & Administrator

- 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

Education

Bachelor of Arts

United States

Full Sail University

Creative Writing in Entertainment

Skills

Social Publishing

Written Communications

Project Management

Research & Analysis

Creative Writing

Team Management

Content Creation

Marketing Strategy

Platform expertise