



Helené Peens

Copywriter

Work Experience

Marketing Assistant | Timeless Bridal Couture

Dec 2020 to Feb 2023

- Creating and scheduling social media content for Instagram, Tiktok, Facebook and Pinterest.
- Working in sales as a bridal consultant.
- Writing SEO blog posts and product descriptions for the website.
- Selecting photos for website and social media platforms.

Freelance Copywriter and social media manager | Root Your Health

Jan 2020 to Current date

- Creating and scheduling content for Instagram, Facebook, LinkedIn and Threads.
- Selecting photos for social media platforms.
- Writing blog posts.

Freelance Copywriter | Alon Weddings & Events

Jan 2020 to Current date

- Editing content for website and client communication.
- Creating creative content for styled shoots and mood boards.

Social media manager | Whole Green Foods

Jan 2023 to Current date

- Creating and scheduling content for Instagram, Facebook and Threads.

Contact Info

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0829408154

LinkedIn Profile:
<https://www.linkedin.com/in/helene-peens-316020121>

[Click here for my portfolio](#)

Relevant Skills

- Social media marketing
- Proofreading & Editing
- Creative writing
- Copywriting
- Sales

References

• Misha Peens | Owner of Alon
info@alon.co.za | 082 456 0910

• Nadia Peens | Owner of Root Your Health
nadiacoetzee@rootyourhealth.com | 082 267 3707

• Nick Stamatiou | CEO of Whole Green Foods
nick@wholegreenfoods.com.au | (+614) 213 30498



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Work Experience



Editing and Content writing | OBARO

Nov 2023 to Dec 2023

- Editing of Annual financial report
- Rewriting Annual financial report and adding a story element.
- Translating Annual financial report into Afrikaans.

Editing and Content Writing | The Impact Catalyst

Dec 2023 to Current date

- Conducting interviews and writing strategic narratives about Head of Departments for the Business model.
- Writing content for website relaunch.



SEO blog posts | Venture Videos

Feb 2023 to March 2023

- Writing six SEO blog posts for their website.

Education



**University of Stellenbosch | Bachelors in
B.ed**

Jan 2013 to Dec 2016



**University of Pretoria | Honors in Applied
Language studies**

Jan 2020 to Dec 2021