

Morgan Rohan

*Content Creator/Copy Writer/All Round
Beauty Obsessed*

SCROLL ON!



About Morgan

I have been freelance content creating (video, static, written) since September 2020.

My niche is primarily in the beauty space, but I adapt well to different topics, balancing education with engagement and interest.

My professional background is in engineering and I am also a qualified full stack developer. This strong technical knowledge base is advantageous when approaching a new topic or helping to explain complex processes.

Working on a freelance basis means I am used to switching my tone to match the brand voice, working from conversational and cheeky all the way up to authoritative and highly technical.

I am a highly analytical and logical person, who enjoys a creative challenge and helping to break down processes in order to best communicate them. Given the right explainer, anyone can engage and learn about even the most complex or unfamiliar topics.

The work I'm most proud of:

I completely manage blog content + new product copy
for Gunk Off skincare brand

BENEFITS

HOW TO #FKTHEGUNK

FIRST CLEANSE: Cleansing Balm or Melting Balm Cleanser

Start by working a small amount into damp or dry skin with your hands, using a gentle pressure and letting the oils emulsify and break down the makeup and gunk. Remove with warm water or a damp muslin cloth. Suitable for both AM and PM.

PRO-TIP: For a deeper more luxe cleanse (or stubborn long-wear makeup) massage into dry skin, with dry hands for at least 60 seconds.

SECOND CLEANSE: Hydrating Gel Cleanser

Squeeze a small amount into your palm, about the size of a 10-cent piece and apply to damp skin. Gently massage in circular motions across the face. Rinse and pat dry. Suitable for both AM and PM.

PRO TIP: Level up your double cleanse by including a Muslin Cloth to gently remove each of your cleansing steps, leaving your skin a beautiful blank canvas for the rest of your routine.



DOUBLE CLEANSE DUO

★★★★★ 9 REVIEWS

\$99.00 AUD ~~-\$107.00 AUD~~

or 4 interest-free payments of \$24.75 with [afterpay](#) ⓘ ⓘ

Just the 2 of US!! Your NEW two-step cleansing DUO. Featuring our best-selling Cleansing Balm & NEW Hydrating Gel Cleanser. The ultimate tag team for achieving that deep-down clean and radiant glow (welcome to the cleansing party!).

BEFORE ADDING TO CART CHOOSE CLEANSING BALM TUB OR MELTING BALM TUBE FOR YOUR BUNDLE

MELTING BALM TUB OR CLEANSING BALM TUB

I wrote all of the copy
for newer release
products, including
both the website
listings and what
appears on the
product packaging.

I am completely responsible for
managing the blog section of the site,
including outlining the concept for
upcoming pieces and then producing
both the written and visual content.
The writing includes the blog post
itself, along with summarising
sections for email send outs or pulling
short quips for social media.



WHY IS A GOOD CLEANSER
SO IMPORTANT?

SKIN

WHY IS A GOOD CLEANSER SO
IMPORTANT?



ANSWERING YOUR CLEANSING
FAQS???

SKIN

ANSWERING YOUR CLEANSING
FAQS???



3 MAKEUP TRENDS TO TRY THIS
MONTH - AND THE BEST WAY TO
TAKE THEM OFF!

FEATURE

3 MAKEUP TRENDS TO TRY THIS
MONTH!



More writing work:



Top Beauty Finds | Mother's Day Gift Guide



OPINION: I'm a beauty writer. Here's what no one is saying about your favourite dupes.



Just 6 things to know about your skin barrier, according to a dermatologist

More work I'm proud of:

Primarily visual content creation but I also write all of my own + branded captions. I pride myself on being able to communicate key messaging and help promote brand or product without pushing the consumer too far.



Content creation for Kester Black – first impressions and textures of new skincare



Content creation for Melbourne Martini – taste testing and showing ease of use



Content creation for The Skin Shark – ingredient explanation and education

Let's talk
and see
where it
takes us.



Email me at

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