



OPHELIA MILTON

Copywriter and Content
Strategist

PROFILE

As a seasoned storyteller and strategic content creator, I bring brands to life with engaging narratives that resonate with target audiences. With a robust background in crafting compelling copy across digital platforms, I specialize in social media content, SEO-driven articles, and multimedia campaigns that elevate brand presence. My ability to align content with brand identity and audience insights ensures that every piece is impactful, driving engagement and fostering community loyalty. I take pride in my ability to deliver tailored content strategies that achieve measurable results, meeting the unique needs of each client.

CONTACT

PHONE:
063 792 8580

EMAIL:
ophelia.milton1997@gmail.com

WEBSITE:
<https://www.linkedin.com/in/ophelia-milton/>

EDUCATION

Rhodes University – Post Graduate Diploma in Arts, Entertainment and Media Management

Feb 2020 – Nov 2020

Grade: 71

Activities and societies: Writing, Editing, Design, and Photography Tutor at the esteemed Rhodes University School of Journalism. In this role, I shared my expertise and cultivated a nurturing environment for aspiring journalists to refine their skills and unleash their creative potential.

Rhodes University – Bachelors of Journalism (with Distinction)

Feb 2016 – Nov 2019

Grade: 79

Activities and societies: As a Media Liaison at Nkoli-Fassie, I honed my communication skills and fostered valuable connections.

Writing for Activate, focusing on Fashion and Lifestyle, allowed me to express my creativity while staying attuned to trends. I gained firsthand insights into journalism and media operations through shadowing roles at Grocott's Mail and Beeld Fin24. Contributing as a Freelance Writer for The Herald Spotlight allowed me to showcase my writing prowess and contribute to meaningful discourse.

Achievements: Dean's List for Academic Merit in 2017 and 2019.

University of Capetown – Digital Marketing Course

Jun 2022 – Aug 2022

Grade: 68.9

Hands-on experience in web analytics, enabling me to analyze data effectively to drive informed marketing decisions. Expanded my knowledge of Search Engine Optimization techniques to enhance online visibility and boost organic traffic.

Training also encompassed online copywriting, refining my ability to craft compelling content tailored to digital platforms. Delved into online advertising and PPC campaigns, learning strategies to optimize ad performance and maximize ROI.

Coursework covered social media and web PR, email marketing, mobile marketing, and digital marketing strategy development, equipping me with a well-rounded skill set to excel in today's dynamic digital landscape.

HubSpot Academy – Course

Social Media Marketing Certificate
Content Marketing

WORK EXPERIENCE

DISRUPT - Copywriter and Content Strategist

March 2024–Current

Expertly craft social media copy for AssetPool and GrowThink. Seamlessly integrating their brand persona and creating engaging content that resonates with their audience.

Provide clear direction to our team's designer to create visually appealing images that elevate the post's impact.

Freelancer - Copywriter and Content Writer

September 2022–Current

Dedicated and versatile freelance copywriter and content writer. I am passionate about crafting compelling narratives and driving engagement for both B2B and B2C clients. With a keen understanding of SEO principles and a knack for creating impactful social media content, I consistently delivered tailored solutions that resonate with target audiences and elevate brand presence.

Developed high-quality copy and content across various mediums, including website copy, blog posts, articles, email campaigns, social media content, and more, catering to the unique needs and objectives of B2B and B2C clients.

I crafted engaging and shareable social media copy that aligns with the brand voice and resonates with target demographics, fostering community engagement and brand loyalty.

One of my key strengths is my ability to collaborate closely with clients. I take the time to understand their brand identity, goals, and target audience, ensuring that all content is aligned with their vision and objectives. This collaborative approach is crucial in delivering tailored solutions that resonate with their target audiences and elevate their brand presence—conducted thorough research to stay updated on industry trends, market dynamics, and competitor strategies, leveraging insights to inform content creation and strategy development.

Via Africa - Community Reach Officer and Social Media Coordinator

Feb 2022–Aug 2022

Pivotal in driving the company's digital presence and educational initiatives.

Spearheading the digital marketing strategy, crafted monthly plans to strategically promote Via Afrika's products across social media platforms, elevating brand visibility and engagement.

Meticulously analysed social media performance and implemented data-driven adjustments to optimise our online presence.

Provided invaluable support to the Via Afrika Digital Education Academy, ensuring the seamless delivery of online courses through quality assurance, upgrades, and the development of new training modules utilising the WordPress LearnDash LMS platform.

My dedication to enhancing marketing efforts and educational offerings contributed to Via Afrika's mission of empowering learners through innovative digital solutions.

Digital Marketing:

Implement digital marketing strategy across all social media digital channels.

Develop monthly social media plans using social media copy to promote the company's products and enhance Via Afrika's brand identity and awareness.

Monthly reporting on social media platform performance using social media analytics tools.

Implementing changes to the company's social media strategy in line with the data received in social media performance analysis.

Via Afrika Digital Education Academy Digital Support:

Conduct scheduled internal quality assurance online Via Afrika Digital Education Academy courses.

Implement upgrades and fixes on the Via Afrika Digital Education Academy environment.

Build new online training courses using the WordPress LearnDash LMS platform.

Publishing Association of South Africa - Internship

Feb 2021–Feb 2022

The PASA Internship Programme is aimed at unemployed black graduates wishing to gain entry into the book publishing industry. It includes a practical workplace experiential learning component and a theoretical learning component which will be integrated to provide interns with a solid foundation of skills for employment in the book publishing industry.

The internship primarily focuses on the development of key skills needed within the publishing industry and is structured in such a way so as to maximise learning opportunities for interns.

In the long term it is hoped that such a transfer of skills will also improve the quality of books published in South Africa, contributing to transforming South Africa's reading culture and developing our multilingual society in the academic, economic, scientific and cultural spheres. A particular contribution can be made to increasing and developing publishing in African languages.

Rhodes University - Writing, Editing, Design and Photography Tutor

Feb 2020–Nov 2020

Guided second-year Journalism and Media Studies students through their academic journey.

Whether online or in-person, I fostered lively and constructive discussions during tutorial sessions, ensuring every student could engage meaningfully with the course material.

Assessing their progress was not just about grades; it was about understanding their strengths and challenges and crafting personalized timelines to help them excel. I took pride in providing crystal-clear explanations of course content, outcomes, and expectations, ensuring every student felt included.

Beyond the classroom, administrative tasks were seamlessly integrated into my routine, from compiling their work for additional assessment to meticulously grading each student's output. My role went beyond teaching—it was about empowering students to thrive and succeed, one tutorial session at a time.

SKILLS

Copywriting, Content Writing and Content Strategy:

Audience segmentation
Industry research
B2B and B2C Social Media Marketing
Search Engine Optimisation
Keyword research
Community Management
Longform and short form writing
Social Media Analysis

Digital Marketing:

Mobile marketing
Email marketing
Web development

Software:

Adobe InDesign
Adobe Bridge
Hootsuite
Canva
Wordpress Webdesign
Microsoft Office
MailChimp
SemRush