



MANDY VAN GRAAN

CONTENT SPECIALIST

I am a seasoned content specialist, skilled in developing and executing comprehensive content strategies that drive engagement and align with organisational objectives. Passionate about crafting compelling narratives, I excel in leveraging SEO best practices to enhance content visibility and audience reach across digital platforms.

With a strong editorial background, I maintain a keen eye for detail and uphold brand voice and quality standards in all communications. Known for my collaborative leadership style, I thrive in cross-functional teams, delivering innovative solutions and driving projects from concept to successful execution.



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EDUCATION

DIGITAL ACADEMY OF ARTS

Video Editing Certificate

2024

LEGITIMATE LEADERSHIP

Workshops

2023 - 2024

RED & YELLOW CREATIVE BUSINESS SCHOOL

Social Media Marketing Certificate

2004 - 2006

VARSITY COLLEGE

Journalism Diploma

2004 - 2006

CANNONS CREEK HIGH SCHOOL

Grade 12

2003

EXPERIENCE

CONTENT MANAGER

Go2Africa

2021 - Present

- Content strategy development and execution oversight
- Editorial calendar planning and content scheduling
- SEO optimization and keyword strategy implementation
- Content creation across various formats and platforms
- Copywriting, editing, and proofreading content materials
- Performance analytics tracking and reporting for optimization
- Team coordination and freelance writer management
- Brand voice maintenance and content quality assurance
- Public relations outreach and media relations coordination
- Contribution to developer specing for technical content alignment

TRADE TOOLS

- GA4
- Mailchimp
- Wordpress
- SEMRush
- Computer Literacy
- Asana
- Adobe Premier Pro
- HubSpot (Beginner Level)

REFERENCES

Available on request.

○ ASSISTANT MARKETING & CONTENT MANAGER

Springbok Atlas Tours & Safaris

2016 - 2021

- Develop B2B content strategy
- Create compelling content for B2B communications and campaigns
- Manage editorial calendar for B2B content initiatives
- Optimize content for SEO and B2B marketing strategies
- Coordinate with sales team for content alignment
- Monitor content performance and adjust strategies as needed
- Collaborate with stakeholders for brand consistency and messaging
- Develop content for Grosvenor Tours, ensuring brand consistency

○ CONTENT SPECIALIST/SENIOR COPYWRITER

Perfect Africa

2014 - 2016

- Conduct research and develop comprehensive product knowledge
- Manage and curate content for company blog
- Oversee social media channels and content management
- Create and update website content, including monthly newsletters
- Write press releases and media advisories for public relations
- Cultivate and sustain relationships with key suppliers
- Provide content to key subscription services such as Africa Geographic
- Manage PPC (Pay-Per-Click) campaigns for targeted audience engagement

FREELANCE PROJECTS

○ FREELANCE COPYWRITER

Mojo Digital Agency

2020 - 2021

- Craft compelling and persuasive copy for e-commerce newsletters to drive engagement and sales
- Develop engaging content for social media platforms to enhance brand visibility and audience interaction
- Tailor messaging to align with brand voice and marketing objectives, ensuring consistency across all digital channels

○ **FREELANCE COPYWRITER**

Elephant Journal

2015 - 2022

- Create engaging and thought-provoking articles that align with Elephant Journal's indie journalism ethos
- Develop compelling headlines and intros to captivate readers and encourage clicks
- Research and produce content that reflects diverse perspectives and resonates with Elephant Journal's audience interested in mindfulness, sustainability, and personal growth

○ **FREELANCE EDITOR**

Masambeni Internships

2019

- Edit and proofread website content
- Ensure content aligns with editorial guidelines