

TRACEY CHE KING

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SENIOR COPYWRITER & BRAND MARKETING SPECIALIST

Crafting innovative and strategic content, marketing, and PR strategies that drive traffic and awareness.

As an experienced and skilled marketing professional, I am passionate about creating and developing brands and helping businesses achieve their goals. With over 11 years of experience in Digital Marketing, Public Relations, Copywriting, and Multimedia Content Creation, I have a proven track record of success in producing and executing digital marketing, content, and PR strategies that drive high-value media coverage and engagement.

My expertise in lifestyle and fashion marketing, combined with my creative and analytical mindset, enables me to deliver original, high-quality projects that drive traffic, engagement, and publicity. I have a passion for building and creating unique campaigns and messaging strategies that leave a lasting impact.

Recently, as the Senior Brand & Campaigns Copywriter for Wayfair's UK & Ireland market, I was responsible for conceiving and executing a series of winning brand campaigns and messaging strategies. Unfortunately, my role was made redundant due to the company's recent layoffs (Jan 2023).

I am now seeking new opportunities within copywriting, content strategy, or marketing. As a strategic problem solver and passionate marketer, I am eager to bring my skills and expertise to a new challenge and drive exceptional results for your brand or business.

KEY SKILLS & COMPETENCIES

Copywriting & Editing | Brand, Marketing & PR Strategy | Digital Marketing | Public Relations | Multimedia Content Creation | UX & SEO Content Writing | SEO | Social Media Management | Paid Media | Content Editor | Budget Planning | Marketing Spend Allocation | Influencer Marketing | Creative Direction | CMS | Adobe Creative Suite | Canva | Excel | PowerPoint | Entrepreneurial / Self-Starter | Strategic | Reliable

PROFESSIONAL EXPERIENCE

Wayfair, Berlin

Aug 2022 - Feb 2023

Senior Brand & Campaigns Copywriter for UK & Ireland Market (EU Creative Team)

- Responsibilities: Concepting, strategising and executing messaging for multi-channel (onsite, email, social media, push, paid ads) brand campaigns. Developing strategic concepts for brand and seasonal furniture and décor campaigns. Providing final copy approval for copy elements and copy editing social media team's assets as well as German peers' rationales where necessary
- Highlights:
 - In my first month of joining, I hit the ground running and played an integral role in developing the [EU Creative team's brand guidelines](#) for name usage, seasonal [word bank](#), and worked with our designer and German copywriter to develop messaging pillars which would be displayed on [multiple digital assets as badge icons](#).

- Wrote copy for all monthly ‘No Place Like It’ and ‘Home Improvement’ onsite and multi-channel campaigns, including: [Textiles](#), [Christmas Kitchen](#), [Bedroom](#), [Dining Room](#), [Winter Holiday Catalogue](#), [Lighting](#), [Home Improvement](#), and more.
- Developed a seasonal strategy that would change the perception of Wayfair’s furniture, outdoor, and décor product offering from ‘cheap’ to high quality. The successful end result culminated in two annual [homepage](#) campaigns known as [“Follow The Feels”\(furniture\)](#) and [“New Season. New Look.”\(décor\)](#).
- Executed multiple creative assets for Email, [PR](#), and Social Media departments.
- Collaborating with the email, push, and onsite teams to ideate and deliver assets that require technical writing, for example, [Email 2.0 user journey](#) and updating the onsite user experience copy, updating and creating shipping policies, writing user experience copy for the app and mobile platforms.

TC Digital Marketing & Management, Cape Town

Feb 2020 - Present

Owner, Digital Marketing Specialist

- Services: Digital Marketing; SEO and UX copywriting; Social Media Management; Influencer Marketing and Management to JSE and medium to large brands
- Clients:
 - Brand, Content and Website Development and Strategy: Hais Te-I Honeybush Tea (Oct 2020 - current)
 - Digital Marketing Strategy: Tinzwe Media; BizCommunity; Brand Conversationalist (Oct 2020 - current); Ping Loud
 - Social Media Content Creation and Management: Away to Africa (Mar - May 2021); Ciplaton, Style Mode, Relicalm, TFG Group (Oct 2020 - Jan 2021, under Social Star)
 - Content Writing and Editorial Direction: African Fashion International (Aug 2020 - Jun 2021); Gordijn, Cape Town Magazine; PNA
 - PR & Influencer Marketing: PNA; Ladles of Love (Apr - Jul 2021)
 - Mobile Journalist / Senior Producer: Hashtag Our Stories (Senior Producer: May - Jul 2021)
- Primary Client: **SlicedBrand, Berlin**
 - **Remote Full-Time Freelancer, Public Relations Content Associate (Aug 2021 - May 2022)**
 - Account Lead on clients including: Duda; Cloudways; WatchOut; Kuvacash/Kuva Local; Demoleap; Metanomic
 - Responsibilities: Securing coverage on top tier platforms; Writing press releases and guest posts; Client services and relationship management; Producing [SEO articles](#) for [SlicedBrand](#)
 - Achievements:
 - Wrote and secured guest post features on behalf of clients on [TechCrunch](#), [Forbes](#), [Entrepreneur](#), [Hackernoon](#), and more
 - [Press release](#) for Duda’s acquisition of Snipcart resulted in an exclusive at [TechCrunch](#)
 - The news also appeared in TechRadar, Yahoo!Finance, MSN France, and Jerusalem Post
 - Total PR Value for announcement: \$1,702,700 | Total traffic for announcement: 920,400,00

Conversation Capital, Cape Town

Feb 2019 - Feb 2020

Senior Account Manager (Copy, PR, Digital, Brand)

- Lead Digital Marketing, Copywriting, and Media Relations and Public Relations specialist, responsible for managing the following accounts: Woolworths Fashion and Beauty, SKYY Vodka, Aperol Spritz, Woodstock Gin Co., Greenpeace Africa, Blomboy, Marutsca.com, and Orms
- Overseeing the copy of team members and copy editing their work, implementing paid ads (including A/B testing), managing social media accounts, concepting brand and PR strategies
- Tracking all channel performance and delivering weekly, monthly and quarterly reports.

- Award (2019): Received a Woolworths Difference Award as part of the PR team who worked on Sir John X W.Beauty Vol.1 launch (Public Relations; UX Design of media portal; UX Copywriting; Influencer Marketing) that resulted in close to \$1 million in press coverage

Conde Nast Independent Magazines, Cape Town

Feb 2018 - Feb 2019

Editorial Content Producer, Brand Properties Content Producer

- Instrumental in growing Glamour Magazine’s website from 100k unique visits to 300k unique visits within 3-6 months, by managing the content for their website
- Using Google Analytics and analysing social media and competitor data to inform strategic content development.
- Overseeing the work of team members and copy editing their work and offering guidance where need be. Taking the lead on native content hub strategies and providing final copy approval on all digital brand and editorial assets for Glamour
- Daily contributor for House & Garden, and GQ Magazine
- Produced successful native content hubs on GQ Magazine and GLAMOUR Magazine for brands like Listerine, Bvlgari, Remy Martin, and E! Entertainment Africa, which resulted in well over 5 million impressions, collectively
- Increased email click-through rate across all brands by 15%, through compelling subject lines

Tsala Media / The Style Trunk.com, Cape Town and Los Angeles

Feb 2012 - Feb 2015

Co-Founder, Digital Editor

- Created and managed an online lifestyle publication with the help of a freelance team
- Grew the publication to an audience of 10k unique visitors from the US and South Africa within 6 months of Beta launch

***Previous experience provided on request**

EDUCATION & QUALIFICATIONS

LinkedIn Skill Assessment Badge	2021
Search Engine Optimization (SEO)	
Skillshare	2019 - 2020
Beginners Guide to Freelancing The Staples of Branding: From Purpose to Product Facebook Advertising Explained: A Beginners Guide to Facebook Ads	
Alliance Française du Cap	2012
Beginner’s French Intensive Course (A2 level)	
The University of Cape Town	Feb 2008 - Dec 2011
BA in Media & Writing, Film, Art History (Triple Major)	

OTHER RELEVANT INFORMATION

- Nationality: South African
- Place of Residence: Berlin, Germany
- Interests: Cooking; Art; Acting; Photography; Walking/Hiking; Reading; Modelling
- Volunteer Work: Volunteered at the Message Trust Young Women's Bloom Event (2021)
- [Portfolio](#)
- Social media accounts: [@traceycheking](#) [@traceydigital](#) [@traceyinberlin](#) [@polishedandpretty](#)

***Reference and reference letter provided on request**