







Leandi Cohen

CONTENT STRATEGIST

-  Greyton, Western Cape, South Africa
-  leandicohen@gmail.com
-  <https://leandicohen.com>
-  www.linkedin.com/in/leandicohen

ABOUT ME

I'm a content strategist and copywriter with several years' experience in content strategy and planning, social media strategy and management, digital and product marketing, PR, journalism and copywriting.

I also have experience leading teams and managing large projects.

KEY SKILLS

- Content strategy
- Project management
- Copywriting & editing
- Social media strategy & management
- Design & video editing
- Team management

SOFTWARE

- Pardot
- HubSpot
- Google Analytics
- Adobe Illustrator, InDesign & PremierePro
- Microsoft 365

WORK EXPERIENCE

FREELANCE CONTENT STRATEGIST & COPYWRITER

Nov 2022 - Present

- Content strategy and planning
- Social media strategy
- Copywriting

HEAD OF CONTENT

Competitive Capabilities International

Mar 2020 - Oct 2022

- Content strategy and planning
- Social media strategy
- Marketing campaign strategy and planning
- Managing the content team and freelance writers
- Product marketing (Mar 2020-Sept 2021)

PRODUCT MARKETING MANAGER

Kurtosys

Jun 2018 - Mar 2020

- Product marketing (strategy and producing collateral)
- Content marketing (producing blogs, eBooks)
- Design (eBooks and product fact sheets)
- Video production and editing

ACCOUNT MANAGER

TopLine Comms

Nov 2015 - May 2018

- Marketing campaign strategy and planning
- Copywriting (media articles and blogs)
- Social media management
- Client account management

JOURNALIST & EDITOR

Creamer Media

Jan 2012 - Oct 2015

- Journalism (writing for print & online publications)
- Copy editing and proofreading
- Magazine layout
- Managing a team of journalists (2015)

EDUCATION HISTORY

BA Honours: Communication Science

Jan 2011 - Dec 2011

University of the Free State

- Specialised in Media Studies and Journalism
- Worked at Volksblad and MyMag Bloemfontein on a freelance basis
- Worked at KopsieFM (hosted a talk show)

BA: Media Studies

Jan 2008 - Dec 2010

University of the Free State

- Degree with distinction
- Worked at KopsieFM (writing and reading news bulletins)

Matric

2007

Hoërskool Zwartkop (Pretoria)

- Passed with distinction