

JOLANDI MORKEL-BEUKES

Senior Content Editor,
Manager and Copywriter

CONTACT

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EXPERTISE

- Team Leadership and Mentoring
- Editorial Direction and Standards
- Brand Voice
- Copy Critique and Coaching
- Long-Form Sales Copy
- Website and Landing Page Copy
- Email Marketing
- Paid Social Advertising
- Campaign Messaging and Briefing
- Video and YouTube Scripts
- Content Strategy
- Campaign Planning
- SEO and Organic Growth
- Conversion Optimisation
- Analytics and Reporting

EDUCATION

Doctorate in Counselling
African Institute of Innovation
2023 - Present

PN1 Nutrition Certification
Precision Nutrition
2025 - Present

Certificate in Online Marketing
UCT
2012

Diploma in Journalism
City Varsity
2008, Distinction

BA English and Psychology
Stellenbosch
2005 - 2007

PROFESSIONAL SUMMARY

I've spent the last eighteen years creating content, leading teams and ensuring every piece of content serves a clear purpose. I've worked across retail, health, lifestyle and technology. My experience spans writing and shaping content for e-commerce, paid social, email, long-form articles, and video. I've also focused on paid Meta ad strategy and implementation, achieving strong results, including a 21x average ROAS for a client.

Whether I'm building a content strategy, refining a brand voice or editing someone else's work, my priority stays the same: content that connects with people and delivers results.

PROFESSIONAL EXPERIENCE

Content Manager

Crucible - Digital Agency

Oct 2025 - Present

Lead content strategy and editorial delivery for a digital agency across B2B and commercial clients.

- Lead editorial standards, content quality and client-facing delivery.
- Develop content strategies and manage SEO across multiple sectors.
- Collaborate with designers and stakeholders to align content with commercial objectives.

Content Lead

WeBuyHousesCash - US Real Estate

Aug 2025

- Built the full SEO content programme from scratch for a competitive US cash home buying market.
- Developed content architecture, briefed and directed long-form articles.
- Used Ahrefs and SEMrush to identify opportunities and drive organic growth.

Content Manager

BranchBros - US Healthcare and Tech

May 2024 - May 2025

- Managed content production for Medicare-focused healthcare and consumer technology brands.
- Edited long-form articles, YouTube video scripts and marketing assets for quality and consistency.
- Led SEO research and content planning to drive organic growth.

Content Strategist and Editor

Freelance

Aug 2023 - Apr 2024

- Developed content strategies and created paid media copy across multiple consumer clients.

Digital Content Manager

Ackermans - Retail

Feb 2021 - Aug 2023

Led digital content, copy and creative for one of South Africa's largest value retailers.

- Managed and directed an in-house creative team, social media team and external agency partners.
- Owned copy direction and editorial standards across all digital output.
- Concepted and led campaigns including Active, Self Love and YouBuyOneWeGiftOne.
- Directed content through the launch of the Ackermans e-commerce platform and CUBE kids brand.

Paid Media Strategist

Alphabet Social - Digital Agency

Jun 2020 - Feb 2021

- Planned, launched and optimised Meta ad campaigns for e-commerce and lifestyle brands.
- Achieved an average 21x ROAS for Mirari Gin, generating R2.36M from R112k in spend.
- Managed campaigns for Missibaba, Babylonstoren, Hannah Lavery and Meraki Jewellery.

Senior Copy and Editorial Lead

Clicks Group - Health and Retail

May 2018 - Jan 2020

Copy and editorial direction across the Clicks Group portfolio of consumer health and beauty brands.

- Directed website, email and campaign copy for Clicks, Sorbet, The Body Shop and GNC.
- Wrote and edited long-form articles, including topics like depression, oral health and more.

Digital Editor

The Publishing Partnership

Oct 2015 - Jun 2017

Editorial lead for Jet, Edgars and Clicks digital platforms under The Publishing Partnership.

- Commissioned, edited and published content for Jet Club, Clicks Club and Edgars Club online.

- Managed a team of writers, contributors and designers to weekly deadlines.
- Held editorial standards, tone of voice and copy approval across all platforms.

Online Editor and Digital Strategist

Style Africa Fashion Network

Feb 2014 - Jul 2015

Launched the styleafrica.co.za brand and website from scratch.

- Led the full content strategy, writer commissioning, editing and publication workflow.
- Briefed and managed the developer on site design, layout and functionality.
- Launched and managed all social media platforms, Facebook ad campaigns and community strategy.
- Compiled reporting for management on content performance and social media impact.

EARLIER CAREER

Titan Digital (copywriter, editor and social media manager), Expand Agency (copywriter and ad strategist), e.tv (Content Producer), Cosmopolitan SA (Content Editor), Saatchi and Saatchi, Media24, ZaPOP and My Wedding Day. Copywriting, editing, content production, social media strategy and brand communications across publishing, broadcast and advertising.