

# Nici Pillemer

Content Writing Specialist - MarCom Writer and Editor

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## Summary

I am a Content Writing Specialist with a knack for writing engaging content. If you're looking for a writer to 'get' your brand and to tell its story, then I'm the right writer for you. I also have an eye for detail so I always make sure to dot my i's and cross my t's.

I have over 10 years of experience in sales and marketing, a passion for writing and editing, and a Bachelors degree in Commerce with a post-graduate degree in Business Management and Marketing (Brand Management and eCommerce). The result: I create content that is not only enjoyable to read but that also takes readers to where you need them to be.

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## Experience

### **Content Writer at Self**

October 2013 - Present (11 months)

- Writing SEO-optimized web pages.
- Writing well-researched articles, blog posts and product reviews.
- Crafting newsletters and social media posts.
- Editing of other writers' articles and web pages.

### **Virtual Marketing Specialist at Self-Employed**

February 2010 - Present (4 years 7 months)

For the past four years I've been working as a Virtual Marketing Specialist, assisting clients from the U.S. During this time I've expanded my skill set a great deal and have gained experience with a lot of key web marketing tools, including:

- Wordpress
- MailChimp
- OneShoppingCart
- MyEmma
- Constant Contact
- Highrise HQ

Some of my main responsibilities include:

- Writing all forms of marketing and sales content - web copy, newsletters, blogs, social media posts, articles, press releases, proposals for partnerships/joint ventures.
- Community and content management (website and blog)

- Client administration
- Calendar, document and contact management
- Social media scheduling
- Client relationship management

*I recommendation available upon request*

## **Content/Community Manager at KIDO'Z**

April 2009 - January 2010 (10 months)

Working at KIDO'Z was refreshing, motivating and fun. Nothing like a kids' web operating system to get those creative juices flowing. I worked directly with the CEO of KIDO'Z and, through his mentorship, I learned many valuable web skills, and all about content, social media, and community management.

My responsibilities included:

- Content writing - web pages, blog posts, press releases, articles, social media posts.
- Content management and moderation.
- Editing of software texts.
- Management of social media.

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## Skills & Expertise

**Online Moderation**

**Community Management**

**Community Sites**

**Community Building**

**Hootsuite**

**Social Media Measurement**

**Social Media Outreach**

**Microblogging**

**Corporate Blogging**

**Pinterest**

**Flickr**

**Blogging Software**

**Social Media Strategist**

**Online Content Creation**

**Product Marketing**

**Instagram**

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## Education

**University of the Witwatersrand**

Bachelor of Commerce (B.Com.) with Honours, Marketing, Brand Management, eCommerce, 1999 - 2002

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# Interests

Kids, parenting, self-improvement, research, cooking

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## 1 person has recommended Nici

"Nici is organized and thorough, able to keep track of many different parts of many different projects and see them through to the end. She is exceptionally good at working efficiently in the virtual world."

— **Kira Wizner**, was Nici's client

[Contact Nici on LinkedIn](#)