

Praise Mavasa

CONTENT WRITER/ COPYWRITER

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Centurion, Pretoria

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- Copywriting
- Conceptual development
- Research and Insights
- Audience and Brand research
- Strategic research and thinking
- Consumer insights
- Research summary
- Content writing
- Design Skills (Canva)
- Microsoft (Excel, Word, Outlook)
- Ability to solve problems in the communication sphere

EXPERIENCE

Modern Opulent Gazette - Fashion and Beauty Writer Intern

April 2026 - Present

- Conceptual writing: Pitch and draft high-end editorial features, trend reports, and beauty columns for a luxury lifestyle audience.
- Trend analysis: Monitor global runway collections and premium cosmetic launches to translate abstract concepts into engaging copy.
- Digital optimisation: Implement SEO keyword strategies to maximise article visibility, driving increased organic web traffic.
- Optimised digital articles for search intent by strategically embedding outbound affiliate and retail links, directly streamlining the consumer phase journey.
- Editorial support: Collaborate with senior editors on fact-checking, proofreading, and sourcing high-resolution visual assets.
- Market research: Scout emerging designers, niche fragrance houses, and clean beauty innovations for upcoming editorial features.

- Event coverage: Attend exclusive fashion launches/ product launches to capture live insights and industry trends.
- PR & promotional writing: Authored strategic PR articles and press features that highlight partner brands while maintaining publication voice.
- Interviewed experts in the fashion and beauty industries and translated that into SEO-driven, expert-led articles.

Education First, Bryanston - Online English Teacher

May 2017- March 2020

- Taught English as a second language to foreign students.
- Simplified English to help students communicate effectively.
- Offered feedback on where to make improvements.

EDUCATION

University of Johannesburg - Bachelor's Degree in Strategic Corporate Communication

Rand Girls' School - National Senior Certificate

Certifications

Digital School of Marketing - Digital Copywriting and Content Marketing

Obtained 2025/19 September

Technical skills

- SEO Analytics: On-page SEO, Anchor Text Optimisation, Search intent alignment.
- Digital copywriting: Content strategy, Multimedia journalism, rich media embedding.

Portfolio and Writing Samples

Portfolio

<https://praisemavasa.journoportolio.com/#/>

Check out my Behance portfolio to see my other projects

<https://www.behance.net/praisemavasa>

References

Elle Nkosi

Editor-in-chief

elle@modernopulentgazette.com

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