



HEDI LAMPERT

I am a skilled writer with experience in content creation, editing and copywriting. My approach is SEO focused to benefit client, while my extensive experience in magazine editing and creative direction means eye-catching design and well written copy to optimise customer retention.

CORE SKILLS

Writing
Content Creation
SEO
Word Press
Editing
Photography
Writing coach

QUALITIES

Excellent communication skills
Attention to detail
Creative thinker
Deadline driven

CONTACT DETAILS

Email: hedi.lampert@gmail.com
www.hedilampert.com
linkedin:
[hedilampertmediaandmore](https://www.linkedin.com/company/hedilampertmediaandmore)

I am based in Cape Town and am available for remote assignments



WORK HISTORY

CONTENT CREATION AND SEO:

Content Creation for various clients based in UK and South Africa with a focus on SEO and proven methods for raising search rankings.

MAGAZINE EDITOR

I have been editor of OUTLOOK Magazine for Greeff Christie's International Real Estate since 2008. Online and print versions.

FEATURE. WRITER

Accomplished and versatile writer with extensive experience in the publishing industry.
Topics: profiles, travel, wellness, decor, architecture, real estate, art, lifestyle, trends and business.

CONCEPTUAL COPYWRITER

Talented in conceptualising unique imagery and slogans for advertising campaigns, and with a well developed eye for design.

PHOTOGRAPHY AND STYLING

I specialise in food photography and food styling and my work in this area has been published in OUTLOOK,. Clients include Uber Eats.

VOICEOVER ARTIST

With a background in broadcasting, I do voiceovers for radio commercials, corporate videos and audiobooks.

Other: Working knowledge of Word Press

PUBLISHED AUTHOR:

The Trouble With My Aunt (Porcupine Press 2020)

With My Head Held High – The Mike Greeff Story (Quantum Publishers 2011)



REFERENCES

Elvorne Palmer Head of Aperson SEO and Content Creation Specialists

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