

Michelle

Senior Copywriter

DEBUT YEAR: 2022

RDP
COMMS

SPECIAL EXPERTISE:

Seeing the 'story' behind every brand.

KEY SKILLS:

Taking the complex and translating into digestible content, looking at things from a different content angle.

SOFT SKILLS:

Great listener, knowing what a client needs, communication, drawing out the brand storytelling points that matter, teamwork, brainstorming, interviewing.

HIGH STRENGTH RATING IN:

Editorial content, social media campaigns, website content, brochure and ad copywriting, straplines, writing podcast and video scripts.

Michelle A.K.A. **Wordzmith**



AGRI **HEROES**

CREATIVE AND TECHNICALLY GIFTED IN EQUAL MEASURES, MICHELLE HAS THE ABILITY TO MATERIALISE AN ABSORBING STORY FROM THIN AIR.

CREATIVITY

9

TEAMWORK

9

COMMUNICATION

10

INNOVATION

8

AGRI KNOWLEDGE

9