



Rox Bradnick

Freelance Copywriter

## CORE SERVICES

---

- Website & SEO content
- Blogging
- Press release creation
- Email content
- SEM content
- Brochure content

## BACKGROUND

---

My background is in Public Relations and press releases remain something I love writing. I have been blogging since 2006, writing for the web since 2007, and freelancing since 2008. I went solo for good in September 2010.



## CONNECT

---

[www.roxb.co.za](http://www.roxb.co.za)

[hello@roxb.co.za](mailto:hello@roxb.co.za)

[www.facebook.com/roxbcreative](https://www.facebook.com/roxbcreative)

[www.instagram.com/roxbcopywriting](https://www.instagram.com/roxbcopywriting)

## ABOUT

---

I am a freelance copywriter who specialises in blogging and digital content. Over the past 12 or so years, I've worked in agency, in-house and freelance capacities, across a huge diversity of industries, from gaming to travel to corporate and highly specialist niches.

## SKILL AREAS

---

**Blogging.** Regular blog posts created in documents or posted directly in WordPress on a weekly or monthly schedule.

**Content planning.** Keyword research, blog calendar planning, topic research, and other planning.

**Newsletters.** Monthly newsletters, featuring introductions, events, linked blog content, tips, and other inserts.

**Website content.** Optimised content done in small or bulk quantities, along with keyword research and planning.

**Brand narrative.** Assistance in defining brand voice, tone, company profiles, social media profiles, and one-liners.



While I love working with small businesses, I have also worked with many larger brands and agencies. I aim to be flexible, working to schedules in a way that best suits my clients.

## TESTIMONIALS

---

"Rox has worked with me on a variety of projects. Every single one of my clients has been highly complimentary of her work and professionalism, so I decided to include her services as a part of all my core packages."

Karin Steenkamp, Freshfire Studio

"Over the years, Rox has handled countless projects for me, from simple service write-ups to complex research-required articles, and not once has she failed to deliver exceptional work nor has she ever missed a deadline. I will continue to work with Rox and would highly recommend her."

Christopher Mills, iMod Digital