

# KATHERINE HOFMEYR

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I am a conceptual and strategic copywriter with 10+ years' global experience delivering integrated digital and TTL campaigns for leading brands across technology, FMCG, lifestyle and consulting. Skilled in developing big ideas, persuasive copy and art direction insights for websites, social, emailers and digital-first campaigns. Adept at collaborating across markets and cultures to shape creative platforms with impact.

## PROFILE

**Full name:** Katherine Ann Hofmeyr  
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## EMPLOYMENT

### 2018 to present

#### **Freelance writer and content specialist**

Working with clients around the world to create clear, engaging content across formats from thought leadership and case studies to brochures, blogs, reports, socials and web copy. Conceptualising and executing integrated campaigns across diverse markets. Also provide light-touch strategy, tone-of-voice guidance and editing support where needed.

**Clients include:** Capita, Cognizant, Safaricom (Kenya), London Stock Exchange Group (LSEG), the Payments Association of South Africa, NHS Property Services, Refinitiv, BSG, Kindred Tech, Wits Business School, the Sunday Times

#### **Duties and responsibilities:**

- **Writing** clear, compelling copy for B2B tech audiences across landing pages, social media, email campaigns, CTAs, and brochures.
- Developing **short-form messaging** for campaigns, billboards and event booths.
- Maintaining and evolving **client brand voice guidelines**, ensuring consistent tone across digital and print channels.
- **Collaborating closely with design teams** to align copy with visual identity.
- **Adapting complex, technical content** (AI, SaaS, compliance, fintech) into accessible, engaging copy for decision-makers.
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### 2017-2018

#### **IBM/Haven Holidays/VolkerWessels UK (Contract roles)**

Senior copywriter and content strategist across multiple sectors and platforms. Delivered high-quality content for large-scale digital transformation and comms projects.

#### **Highlights:**

- **IBM** – Lead writer for MMI Multiply relaunch: long- and short-form copy across app, email, web and print
- **Haven Holidays** – Led content refresh and rollout for full website redesign, working with agencies to streamline structure and improve UX

- **VolkerWessels UK** – Created over 100 case studies and brochures covering engineering, infrastructure, flood defence and regeneration projects

## **2016-2017**

### **Camelot (Contract)**

Technical content manager for cross-functional teams delivering web and mobile content. Wrote, edited and tested creative and functional copy. Stakeholder liaison across departments.

## **2015-2016**

### **HSBC (Contract)**

Lead digital copywriter/sub-editor across global teams. Delivered UX-optimised content for multiple departments and regions. Collaborated closely with designers and stakeholders.

## **2014-2015**

### **Audible (Amazon), DigitasLBi (Cathay Pacific)**

- At Audible: Delivered email campaigns, homepage copy and mobile merchandising for UK audience
- At DigitasLBi: Developed digital-first content strategy for Cathay Pacific's retail platform expansion. Included multicultural collaboration with colleagues in Hong Kong, travelling to liaise with and work alongside offshore teams.

## **2013-2014**

### **Association of Chartered Certified Accountants (ACCA) – Content Editor (Team Lead)**

Led the internationalisation, editing and migration of multiple national sites onto a centralised global platform. Managed a team of content editors, aligned tone and structure across markets, and oversaw migration from the legacy Alterian CMS.

## **2012-2013**

### **Lloyds Banking Group – Content Design & Delivery Team Lead**

Initially joined as a Content Manager, then promoted to Team Lead. Directed content delivery for 17 projects across banking products, web services and mobile platforms, leading integrated content and campaign delivery across global financial services markets. Managed a five-person team and collaborated with UX, Legal, Copy and Development teams. Responsibilities included stakeholder engagement, defect tracking, and streamlining inter-departmental workflows.

## **2011-2012**

### **University of Westminster – Website Content Editor**

Overhauled and redeveloped the university's website. Liaised with departments to restructure and rewrite content, improve UX and increase engagement. Enhanced the institution's social media presence and was later retained to lead a major intranet restructure project.

## **2010-2011**

### **Digitas & Digitas Health (Publicis Groupe) – Web Content Manager**

Delivered daily content across multiple global accounts, including Duracell, Olay, Nissan and Digitas Health. Managed localisation and QA across languages and markets. Published over 200 Nissan dealer microsites and coordinated closely with design and development teams.

### **2010 (contract)**

### **Razorfish (Publicis Groupe) – Web Content Manager – Audi Account**

Supported the delivery of online content for Audi. Collaborated with designers and developers to publish timely content updates during brand campaigns.

**2010 (temp) – Compact Voice (NCVO) – Web Editor**

Led a full content migration project for Compact Voice's website. Focused on structure, consistency and accessibility.

**2009-2010****Amazon.co.uk – Enhanced Merchandising Services in Books Department**

Managed marketing and merchandising across eight Hachette imprints. Planned and executed digital campaigns, uploaded and edited media, tracked sales, and built strong relationships with publishing clients. Prioritised and enhanced promotional activity for key titles.

**2009 (contract)****Sainsbury's plc – Digital Copywriter**

Consumer lifestyle and retail content experience: developed content to expand Sainsbury's online retail offering. Worked with suppliers and the digital team to market a wide range of products, create SEO-friendly product copy, and deliver buying guides and web content.

**2008 (temp)****Amazon.co.uk – Site Merchandiser in Books Department**

Created online and email campaigns, managed media content, drove traffic and helped launch several specialist book "stores" within the platform.

**2007-2008****FHM (Media24) – Senior Copy Editor/Section Editor**

Oversaw print and digital editorial for a national lifestyle title. Responsibilities included commissioning and editing features, conducting interviews, and managing the FHM website and Friday payday mailer. Collaborated with the sales and marketing teams on branded content, small promotional campaigns, and sponsorship deals. Briefed designers, trained junior staff, and upheld editorial standards across platforms.

**2006-2007**

*Merrill Lynch* – Research Assistant in the Investment Analysis Department. Provided analytical and editorial support on internal reports and financial presentations.

**2005-2006**

*University of Cape Town* – Part-time lecturer and tutor in Film, Media and History. Designed and delivered seminars/tutorials for 600+ students per semester; managed marking and admin.

**2005**

*Business Education Design* – Sales Manager for Team Business training programme, targeting SMMEs.

**2003-2005**

*Freelance consultant* – Developed business materials, edited academic theses and delivered training sessions for professionals. Clients included M-Net, Wits Business School, Eskom, and government departments (Water Affairs, Education, Health).

**2002**

*University of Cape Town* – Tutor in the English and Film & Media departments while completing Honours.

**1999-2002**

*Freelance writer/editor* – Took on copy editing and writing jobs during undergraduate years.

**1997-1998**

*JP Morgan Investment Management Inc* – Admin Assistant on a maternity cover contract. Provided high-level support and was offered a permanent role after 6 months.

## EDUCATION

### University of Cape Town

#### BA (Hons) in Film & Media/English/Classics – First class (2002)

- Recipient of class medal
- Dean's list

#### BA in Film & Media/English/Classics – With honours (2001)

- Recipient of class medal

#### Greenside High School – Matriculated 1996

- Distinctions in English, Maths and History

## AWARDS

### Winner – AABS Case Writing Competition

*Bean There: Coffee as a Vehicle for Change*

African Association of Business Schools

Published by Emerald Insight, 2021

[Read the case](#)

## KEY SKILLS

### Hard skills

- Conceptual campaign development (digital + TTL)
- Strategic copywriting across diverse markets/cultures
- Digital-first marketing (social, emailers, websites, emerging formats)
- FMCG, lifestyle and retail content
- Brand voice and art direction collaboration
- Multicultural comms and global campaign execution
- Business communication

### Other skills

- Editing & proofreading
- Cross-functional collaboration
- Communication (async and in-person)
- Creativity & concept development

## INTERESTS

- Film
- Podcasts
- Self-study
- Volunteering
- Social psychology
- Book Dash (<http://bookdash.org>)
- Music
- Obsessive hoarding of trivia
- Reading
- Writing
- Film reviewing
- Cryptic crosswords
- Camping
- Walking and exploring