

ROBYN MACLARTY

COPY | CONTENT
| BRAND VOICE

ABOUT ME

I am an award-winning journalist and editor with 17 years' experience and a proven track record in the media industry. I specialise in lifestyle content that resonates with consumers across all platforms and a broad range of topics (food, business, travel, finance, wellbeing, relationships, parenting, sex, psychology, environment, science etc). I've worked on top retail and media brands, and my freelance writing has appeared in many, many publications. My focus is on effective communication and vivid, compelling storytelling.

CONTACT DETAILS

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WORK EXPERIENCE

>> Freelance writer and editor

August 2020–Present

Content management, articles, press releases, social media and website copy for top brands, including JSE, FAIRLADY, NSRI, Business Day, African Decisions, Old Mutual, TFG, Clicks, and more.

>> Deputy editor, Fresh Living magazine

John Brown Media | Nov 2014–June 2020

Duties: Conceptualising, writing, editing and commissioning articles; coordinating photography shoots; managing day-to-day editorial processes; working closely with the core editorial team to meet deadlines; liaising with the client to ensure the brand, products and services are strategically represented; ensuring all content conforms to the highest editorial standards and works hard to fulfil the client's objectives; writing blog posts, ATL copy, thought leader articles and press releases when required.

>> Feature writer, FAIRLADY magazine

Media24 | May 2011–Oct 2014

Duties: Brainstorming, researching and writing features on a wide variety of topics; creating social media content.

>> Chief copy editor, Psychologies SA magazine

Media24 | June 2007–April 2011

Duties: Creating and maintaining a style guide; fact checking; rewriting; proofreading; caption and header writing; liaising with writers; signing off final drafts and overseeing the dispatch of content to the printers; creating social media content.

>> Previous work

March 2003–May 2007

I began working life as a full-time copy editor for Essentials magazine (Caxton), moved on to the same role at Edgars IMAGINE magazine (The Publishing Partnership), and then to O, The Oprah Magazine (Associated Magazines), where I was promoted to chief copy editor before moving to Psychologies magazine.

EDUCATION

>> University of Johannesburg

BA Journalism (1999-2001)

>> Vega School

Digital Brand Strategy (2019)

REFERENCES

>> Paige Dorkin

Digital Content Director at The Publishing Partnership
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>> Tracy Melass

Content & Communications Specialist, Amsterdam;
former editor of Psychologies SA and Shape magazines
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>> Suzy Brokensha

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