

Contact

warren.kings@gmail.com

www.linkedin.com/in/warrenkings
(LinkedIn)

www.the-media-image.com/
(Company)

Top Skills

SEO copywriting

Copywriting

Editing

Languages

Afrikaans

English (Native or Bilingual)

Publications

The Essence of Content Marketing

Warren Kings

Digital Strategist Using Over A Decade Of Experience To Manage
Campaigns From Conception to Reporting

Cape Town

Summary

I use technical know-how, solid research and a little elbow grease to help companies understand their target market and become more effective and relevant when communicating with them. Don't base your marketing campaigns off of vague and insufficient marketing categories like 'drinks wine'; there's an organic and more effective way to get to know consumers or, if you're an agency, businesses and their needs.

"Warren is an outstanding professional with world class writing ability. He has such an imaginative mind, a bottomless pit of creativity."

George Wyngaardt

Head of Digital Media at Click Africa Digital

"Warren has always conducted himself in a professional manner, he is dedicated and passionate about the work that he does or is involved with. "

Alison Tilley

Office Administrator at The Media Image SA

Skills Include:

Comprehensive Digital Strategy (PPC, SEO, Programmatic, Content and Social)

Pitch Deck Creation and Management

Digital Assessments / Audits

Project Management

Branding Direction and Documentation

Campaign Reporting

Client Demographics Targeting

Profitability Assessments

Pitch Preparation and Delivery
Site UX Reporting
HR Training and Media Law Familiarity

GA Certified

Experience

tmi collective

7 years 7 months

Digital Strategist

January 2020 - Present (1 year 5 months)

Cape Town, Western Cape, South Africa

Head of Content

November 2013 - Present (7 years 7 months)

Observatory, Cape Town

- Digital Strategist (paid and organic)
- Project Manager
- Team Management and Leadership
- Campaign Analysis (projections, reports, goal setting)
- Client Content Audits
- Cross-Company Editing - Quality Assurance
- Client Content Liaison
- Content Sales
- Product Development
- Team Development
- Still the key provider of cynicism

R.O.I Media

3 years 2 months

Head of Content

September 2011 - October 2013 (2 years 2 months)

- Content Strategist
- Project Manager
- Team Management and Leadership
- Campaign Analysis (projections, reports, goal setting)
- Client Content Audits
- Cross-Company Editing - Quality Assurance
- Client Content Liaison

- Content Sales
- Product Development
- Team Development
- Key provider of cynicism

Online Copy Writer

September 2010 - September 2011 (1 year 1 month)

- Writer
- Editor

Freelance

Freelance Writer

February 2008 - September 2010 (2 years 8 months)

All over your internet

Guest blog and onsite articles across dozens of industries and topics from Cederburg wildlife to the top 10 most expensive houses and 5 ways to avoid being eaten while on safari.

Education

Allenby Campus

Journalism, Press Journalism, Radio Journalism, Media Law, · (2000 - 2002)

Abbotts College

· (1999 - 2000)

Pinelands High

· (1996 - 1998)