



# KAREN COUSINS COMMUNICATIONS

# ABOUT ME

My passion and purpose is to help businesses and individuals create meaningful content that stands out from the crowd.

I am a qualified Journalist with thirteen years of extensive experience in digital and social media, advertising, copywriting, ghost-writing, strategic campaigns, marketing, PR and business training.

I've had the pleasure of working with top international brands, and my campaigns have trended in the online and traditional media space. My current clients include 2016 Formula One World Champion Nico Rosberg and his Extreme E racing team, Rosberg X Racing. Amongst my other achievements, I wrote the book: "Making It Happen: The Ultimate Guide to Selling" for another client, and in less than 24 hours, it became the #1 best seller on Amazon.

If you want to shine a spotlight on your business or cause and require someone who can generate awareness, build credibility and create meaningful content, then you've come to the right place.



# SERVICES

Whatever your communication needs, I can help. I specialise in strategic and creative solutions that will help take your business or brand to the next level. In today's fast-paced world, great content is what differentiates an average brand from a great one, and creating meaningful content that stands out from the crowd happens to be my forte.

## DIGITAL & SOCIAL MEDIA

- TURNKEY STRATEGIES
- ONLINE AUDITS
- COMMUNITY MANAGEMENT
- SOCIAL MEDIA TRAINING
- CONTENT PLANS
- SOCIAL MEDIA ADVERTISING
- REPORTING
- OPTIMISATION

## PUBLIC RELATIONS

- CAMPAIGN STRATEGIES
- PRESS RELEASES
- BIOGRAPHIES
- CONTENT PLANS
- MEDIA TRACKING
- MEDIA TRAINING

## WRITING

- GHOST-WRITING
- EDITING
- WRITING WORKSHOPS
- BLOG POSTS
- ARTICLES
- FEATURES
- EMAILERS
- WEBSITE COPY
- PRESS RELEASES
- CLICKFUNNEL COPY
- NEWSLETTERS

## CONSULTING

- SOCIAL MEDIA TRAINING & WORKSHOPS
- MEDIA TRAINING
- BUSINESS ENGLISH LESSONS
- WRITING WORKSHOPS
- PRESENTATION SKILLS
- PITCHING SKILLS

# TESTIMONIALS



**SPENCER LODGE,  
CEO MAKE IT HAPPEN**

"I've worked with Karen for five years now and she's been epic. She wrote my book which was the early part of our journey, she introduced me to her network in South Africa, and since then she's been writing my articles, doing all my copy, giving me social media advice and marketing strategies and more! She is incredibly loyal, incredibly committed, and I'm so glad that I've had the opportunity to work with her. She's a great talent and a great asset to any business."



**CHANEL VAN NIEKERK,  
CMO**

"It was a privilege to work with Karen. She is methodical, organised, and very creative. Karen is a goal orientated, independent and hardworking perfectionist and is always ready to put all her energy and stamina in to get the job done. She has the ability to write purposeful content and on top of that she can put on the business hat and creative hat. What a talented copywriter. I would recommend her any day."



**NEO MOTLHALA,  
PR SPECIALIST**

"Karen is a strategic social media specialist and communications professional. She is creative and brings forth strategic and easy to implement solutions to whatever campaign. She is dynamic and flexible- using resources wisely to achieve the best bang for buck. I would highly recommend her services to any business or individuals needing assistance with social media strategy and communications."



**RIVKY RYDER,  
CLIENT MANAGER**

"Having worked closely with Karen, I can confidently recommend her for her excellent work ethic, meticulous attention to detail, outstanding writing skills and above all, her amazing interpersonal skillset. Karen is dedicated, passionate, and extremely capable. Her creativity shines through in everything she does and her bubbly personality draws people to her. She displays honourable leadership skills coupled with sincere humility. Karen is a force to be reckoned with and an asset to any organisation."

# CONTACT ME

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