
KAREN
COUSINS
TEDx

Meet Karen



Hi, I'm Karen; a qualified Journalist and TEDx Speaker with fifteen years of experience in strategic communications, PR, digital and social media, advertising, copywriting, ghostwriting, and brand building.

I'm driven by projects that can change the world for the better. Nothing inspires me more than seeing bold ideas come to life, telling the stories behind them, and supporting businesses that challenge the status quo with innovative solutions.

For me, great communication strategies spark conversations, build authentic connections, drive action, and create lasting impact.

My career has been marked by successful collaborations with top international brands such as InnoEnergy, the BBC, The United Nations, MTV, Formula One World Champion & Sustainability Entrepreneur Nico Rosberg, Rosberg Ventures, Rosberg X Racing, Mercedes-Benz, Oxford University, Procter & Gamble (P&G), Standard Bank, Comedy Central, Montreux Comedy Festival, SONY, Shell, Audi, among others.

My campaigns have trended and gone viral hundreds of times, and my work in the sustainability space has earned multiple prestigious awards, including the BILD Sustainability Award and the European Culture Award for the Environment.

Among my other achievements, I ghostwrote the book “Making It Happen: The Ultimate Guide to Selling” for a client, which became a #1 bestseller in its category on Amazon within just 24 hours of publication.

If you’re looking for someone to generate awareness, build credibility, lead a team, work strategically and independently and create meaningful content, then you've come to the right place.

SERVICES

Your business needs more than content for content's sake. It needs clear strategic messaging and strong positioning that move people to trust, buy, invest, or engage. I help founders, startups, and businesses sharpen their stories, elevate their brands, and communicate with purpose. Whether you need strategic support, standout content or a stronger public presence, I create communication solutions that help you grow, get noticed and make an impact.

DIGITAL & SOCIAL MEDIA

- Social media strategy tailored to your business goals
- End-to-end content plans and campaign development
- LinkedIn strategy for founders and leadership teams
- Social media advertising support
- Influencer and partnership campaigns
- Channel audits and growth recommendations
- Content templates and repeatable social formats

PUBLIC RELATIONS

- PR and communications strategies that build visibility
- Press releases and media materials
- Founder, executive and company biographies
- Speech writing and briefings
- Media tracking and coverage analysis
- Media training and interview preparation
- Campaign support for key business moments
- Messaging for funding rounds, launches and milestones

WRITING

- Founder ghostwriting and personal brand content
- Thought leadership articles
- Blog posts and expert articles
- Website copy and landing page messaging
- Emailers and newsletters
- Video scripts and brand storytelling
- Speeches and keynote support
- Editing and message refinement
- ClickFunnels and conversion-focused copy
- Books and Biographies

CONSULTING

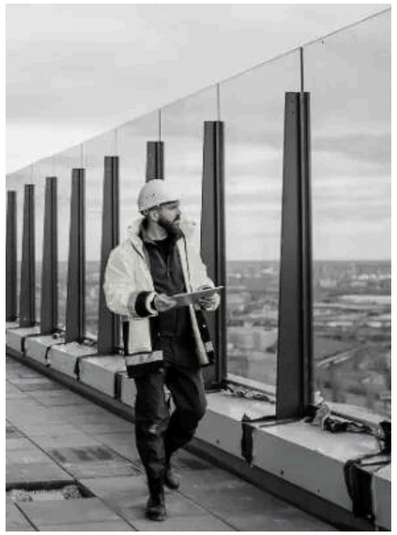
- Strategic advisory for founders, CEOs and teams
- Brand positioning and messaging
- Communications strategy for visibility and launches.
- Founder positioning and personal brand direction
- Go-to-market communications input
- Strategic review of content, messaging and brand narrative
- High-level guidance on stakeholder, media and audience perception
- Workshops and advisory sessions for teams

Portfolio Examples



NICO ROSBERG

All LinkedIn Content
Thought Leadership
Example 1



INNO ENERGY

White Paper
Driving the Solar Revolution
Example 2



ROSBERG X RACING

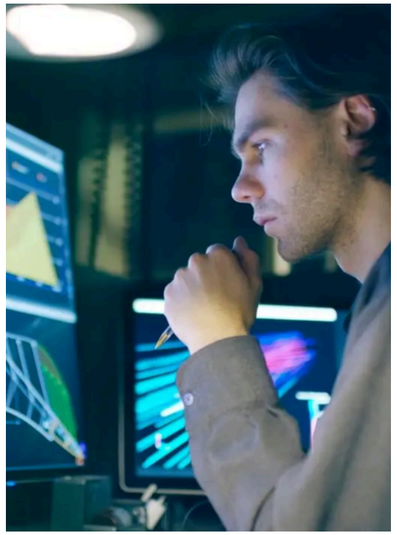
Press Release
Sustainability/Motorsport
Example 3:



STOCKHOLM WATER TECHNOLOGY X INNO ENERGY

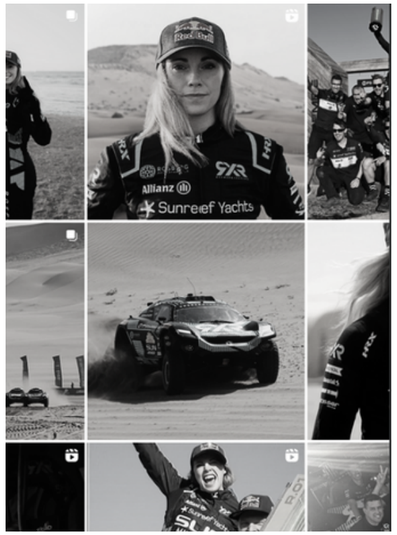
Thought Leadership
Profile Piece
Example 4:

Portfolio Examples



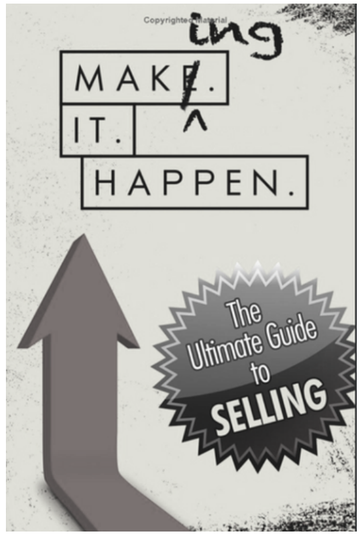
AI4GREENDEAL

Blog Post
Thought Leadership
Example 5



ROSBERG X RACING

Social Media
All content
Example 6



BOOK

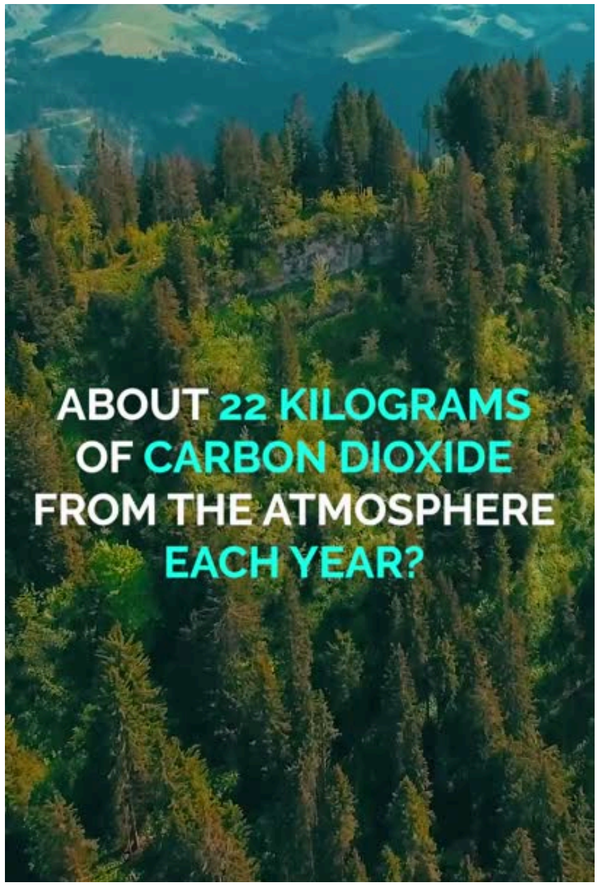
Making It Happen: The Ultimate Guide to Selling
Example 7:



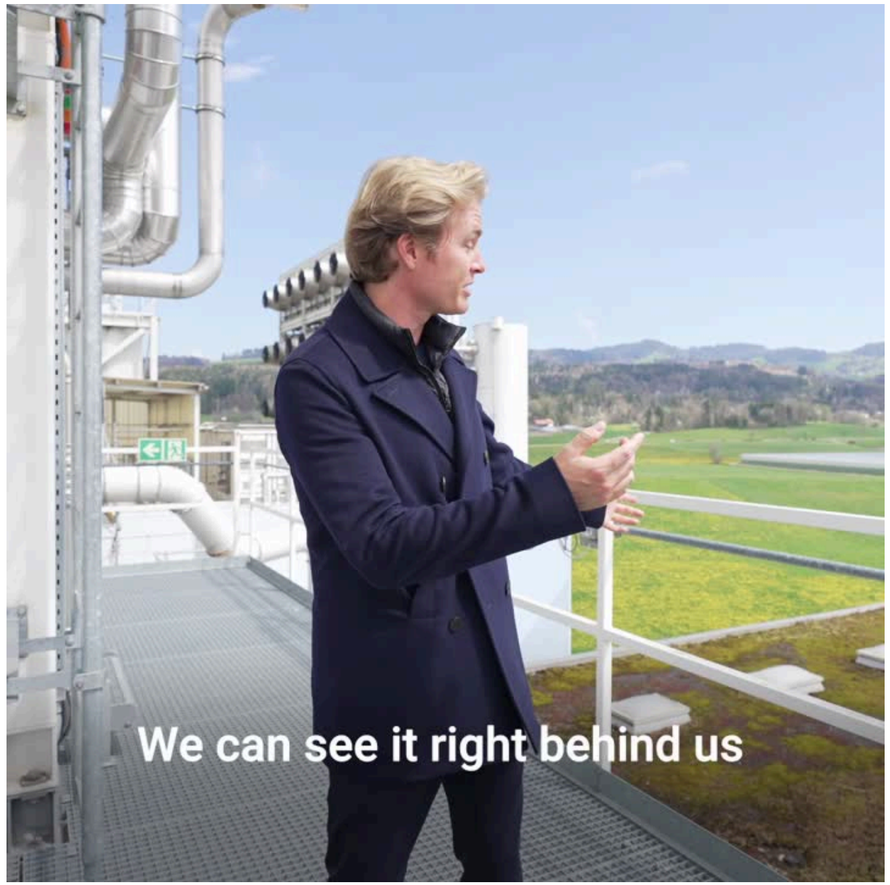
AFRICA PRACTICE

Toolkit/Report
Strengthening Kenya's gig and digital economy
Example 8:

Content Examples: Video Campaigns



I created the above video series for a campaign, where we encouraged people and businesses to take simple steps to live a more sustainable life.
Watch it here.



The above video and additional content were created for Nico Rosberg and a campaign that I worked on with his non Profit organisation, Rosberg Philanthropies, where we partnered with Oxford University to sponsor PhD students to work with some of the leading sustainability and clean tech corporates, to come up with real world solutions to combat climate change.
Watch it here.



I worked with the World Renowned Scientist Dr Alun Lloyd Hubbard to create a content series, rasing awareness for urgent climate action.

Watch it here.

Content Examples: Video Campaigns



I created a brand video for Repath that showcased how their Impact Solution turns climate risk into clear financial insight, helping infrastructure operators understand costs, prioritise action and make smarter investment decisions. The video also highlighted the team behind the technology and their shared mission to make climate risk actionable.Watch it here



I helped this team with their rebrand (including website and positioning strategy), and we did this short animation to show how Repath is evolving to help infrastructure leaders adapt faster, smarter, and with measurable ROI.
Watch it here.



I created Repath's Climate Crunch video series, working with the startup's climate scientists to turn complex research and technical insight into clear, engaging content. The aim was to make climate science easier to understand, more accessible to wider audiences, and more relevant for the people making real-world decisions.

Watch it here.

Content Examples: Video Campaigns



I created this video to showcase the work of an Oxford fellow who worked on a project to using sustainable fuel to power a ship that transports motorsport infrastructure.

Watch it here.



The above video example was created using two motorsports influencers, who took part in a sustainability project.

Watch it here.



I created this video for a campaign with Rosberg X Racing. Watch it here.

Social Media Proof

+2240%

Annual Growth

When I took over Nico Rosberg's LinkedIn, the engagement and impressions skyrocketed by 7,200% in the first year. In the past year alone, we achieved a further 2,240% growth.

€26.5M

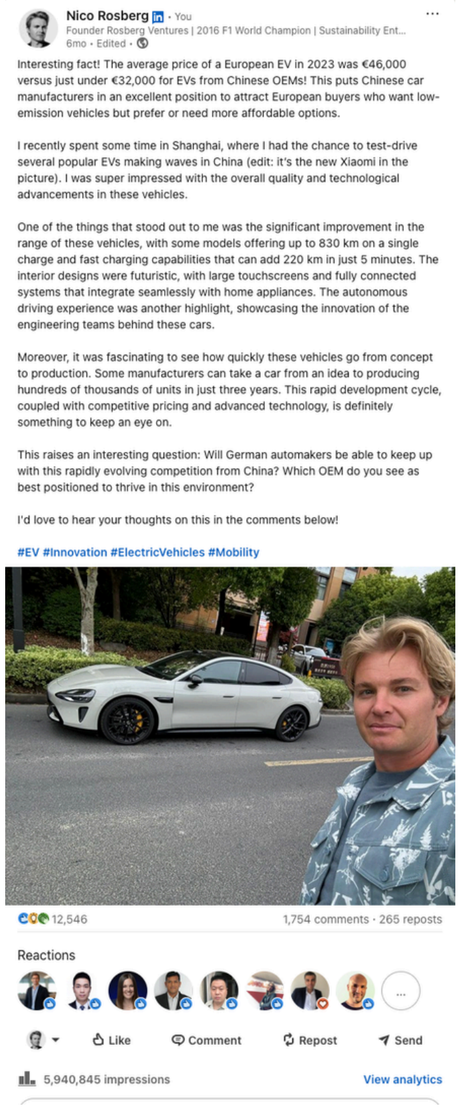
Advertising Value

For Rosberg X Racing, where I was responsible for Communications,PR, strategy and social media, we had an average of AVE: €26.56M a Media Reach of 3.21B and a social media reach of 7.66M on average per year.

27x

Setting the Trend

In a single year, Nico's LinkedIn channel reached almost 26 million impressions and trended more than 27 times. To the right is an example of the content that drove these results.



Testimonials



KAYLA EBERT
SENIOR PR & INVESTOR COMMUNICATIONS

"Karen is an outstanding strategist and copywriter whose journalistic background sets her apart from others. She has an exceptional ability to craft technical information into clear, compelling content that resonates with any audience. Thanks to Karen, our company now has relevant SEO based content covering all our thematic areas within sustainable energy. This is driving a surge of visitors to our website, intranet and social media channels. On a personal level, Karen is one of the most professional, empathetic and caring people I have worked with. This enables her to connect effortlessly with diverse colleagues and clients. The ease in which she adapts and embraces any situation makes her a truly invaluable asset to any team or project."



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 pr/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."

Testimonials



MAXIMILIAN WASLER
CEO GREENTECH FESTIVAL / MD ROSBERG X RACING

"Karen expertly managed all aspects of our communications strategy and public relations, securing top-tier media opportunities featuring Nico Rosberg and our drivers. Her work extended far beyond PR; she demonstrated exceptional skill in handling social media, digital channels, and partner communications, delivering original and impactful messaging across the board. Working with Karen was an absolute privilege. Her dedication, creativity, and professionalism have left an indelible mark. I couldn't recommend her highly enough!"



SINDILE XULU
PRESIDENT & CEO IJE

"In my experience in eventing and campaigns, I haven't come across such performance. Karen and her team have super exceeded my expectations and the report speaks for itself. Thank you Karen! You performed exceptionally well!"



NEO MOTLHALA
PR DIRECTOR

"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."

Thank you for your consideration.

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