



KAREN  
COUSINS  
COMMUNICATIONS

# ABOUT ME

My passion and purpose is to assist businesses and individuals in creating meaningful content that not only stands out but also resonates with their audience.

With a solid foundation as a qualified Journalist and fourteen years of hands-on experience in digital and social media, advertising, copywriting, ghost-writing, strategic campaigns, marketing, PR and business training, I bring a wealth of knowledge to the table.

My career has been marked by successful collaborations with top international brands, leading to campaigns that have trended in both online and traditional media. My current clients include 2016 Formula One World Champion and Sustainability Entrepreneur Nico Rosberg and his Extreme E electric racing team, Rosberg X Racing, as well as Inno Energy and select portfolio companies in the Greentech and sustainability space.

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 is my speciality.

## DIGITAL & SOCIAL MEDIA

- TURNKEY STRATEGIES
- ONLINE AUDITS
- COMMUNITY MANAGEMENT
- SOCIAL MEDIA TRAINING
- CONTENT PLANS
- SOCIAL MEDIA ADVERTISING
- REPORTING
- OPTIMISATION
- LINKEDIN ARTICLES & TEMPLATES

## PUBLIC RELATIONS

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

## WRITING

- VIDEO SCRIPTS
- SPEECHES
- GHOST-WRITING
- EDITING
- THOUGHT-LEADERSHIP PIECES
- BLOG POSTS
- NEWS & MAGAZINE ARTICLES
- EMAILERS
- WEBSITE COPY
- PRESS RELEASES
- CLICKFUNNEL COPY
- NEWSLETTERS

## CONSULTING

- STRATEGIC COMMUNICATIONS
- CRISIS COMMUNICATIONS
- SOCIAL MEDIA TRAINING & WORKSHOPS
- MEDIA TRAINING
- WRITING WORKSHOPS

# 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."

# TESTIMONIALS



**CAGRI SELCUKLU**  
**CEO CARBON CENTRUM**

“It was pleasant and very fluently professional to work with Karen. Having structure, especially in the early stage, helps a lot to understand the roadmap towards messaging. This, in terms of PR, worked great for our collaboration as a small business. I strongly recommend having the initial meeting & deciding on your own to move forward working with her.”



**SINDILE XULU**  
**PRESIDENT & CEO IJE**

“In my experience in eventing 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!”



**JENNIFER NICKEL**  
**DIRECTOR, AGI**

“It was an absolute pleasure to work with Karen. She is professional, has a very positive attitude and is always prepared to go above and beyond. I believe Karen will perform any job to a very high standard and I would be very happy to work with her again.”



**LENA SIEP**  
**TV HOST, PRESENTER, JOURNALIST**

“Karen is an absolute delight to work with and a true master of her art - she is always full of ideas, positive energy and has a true knack for effective social media campaigns. Being an excellent sparring partner - both professionally and personally - I would recommend her to anyone in need of a reliable power bank to navigate both lull and storm.”

# RECENT WORK EXAMPLES

## INNO ENERGY



By Kris Ignaciuk, IGN Consulting, Senior Advisor to InnoEnergy Skills Institute

As the European Union embarks on an unprecedented transformation of its energy landscape, investing billions into solar energy, it is clear that we are at the forefront of a green revolution. Yet, amid this rapid expansion, a critical challenge looms – a significant skills gap that could hinder the sector's progress. To sustain and accelerate the momentum of solar PV, it is imperative that the industry cultivates a highly skilled workforce capable of meeting the demands of this evolving market. However, the question remains: How can Europe effectively prepare its workforce to power this pivotal shift in the energy sector?

Solar energy is rapidly becoming a cornerstone of Europe's clean energy transition. In 2023 alone, a record 56 GWdc of solar capacity was installed across the continent, bringing the EU closer to reaching its ambitious targets. Yet, while this expansion is commendable, it underscores a critical challenge: the urgent need for a skilled workforce capable of supporting and sustaining this growth.

Solar installations have surged over the past three years, positioning solar as the fastest-growing renewable energy sector in the region. The EU's REPowerEU initiative has set ambitious goals, aiming for 600 GWdc by 2030. To meet these targets, Europe must add approximately 70 GWdc annually – 25% more than in 2023. However, this rapid expansion is not without its challenges.

The growth of the solar PV sector in Europe presents several obstacles. The initial financial investments required for solar PV deployment are substantial, and regulatory and policy barriers can significantly slow down the adoption and expansion of solar technologies. For instance, permitting processes can take up to four years and delay project development.

The success of solar PV hinges on another key element: A well-trained workforce. Ramping up both PV deployment and manufacturing in the EU to the required levels demands hundreds of thousands of skilled workers. As of 2022, nearly 300,000 people were employed in the sector directly, with an additional 367,000 jobs supported indirectly. However, an estimated 200,000 additional workers will be needed by 2027 to maintain the projected growth trajectory. More than four-fifths of these positions must be filled in the critical stages of project development and installation.

## NICO ROSBERG

**Nico Rosberg** · You  
Founder Rosberg Ventures | 2016 F1 World Champion | Sustainability Ent...  
5mo · Edited · 🌐

🔥 I've Got News! **Rosberg Ventures** - a \$75 Million Fund.

At **Rosberg Ventures**, we're now proudly bundling all my VC activities. We have added our own in-house \$75m VC Fund of Funds to my existing serial angel investing. Continuing our pursuit of fostering global startup innovation...

A fund of funds is a vehicle that pools capital from investors and commits this capital to multiple other funds. This enables great diversification, which is key in venture capital.

Despite Germany's/Europe's significant wealth, families have not yet secured substantial access to the leading global VC Funds. The U.S. allocates 2.5x more capital than Europe to VC - €188B vs €77B. But when it comes to the world's leading VC Funds (Tier 1), German/European participation is significantly less than this (it is estimated that German capital is close to 1-2% only).

Rosberg Ventures aims to change this by increasing the participation of German/European strategic capital in Tier 1 funds to foster global startup innovation. Our fund commits mainly to leading global VC funds and pools capital from Ultra-High-Net-Worth German and European families with significant local corporate interests, enhancing our ability to capture returns from global VC value creation. Importantly, we then selectively build bridges between startups and these corporates, creating win-win scenarios: customers and growth for startups and accelerate transformation for local corporates.

We launched our inaugural fund just over a year ago and have already initiated our 2nd fund with a target of €75 million, achieving a €30 million first close.

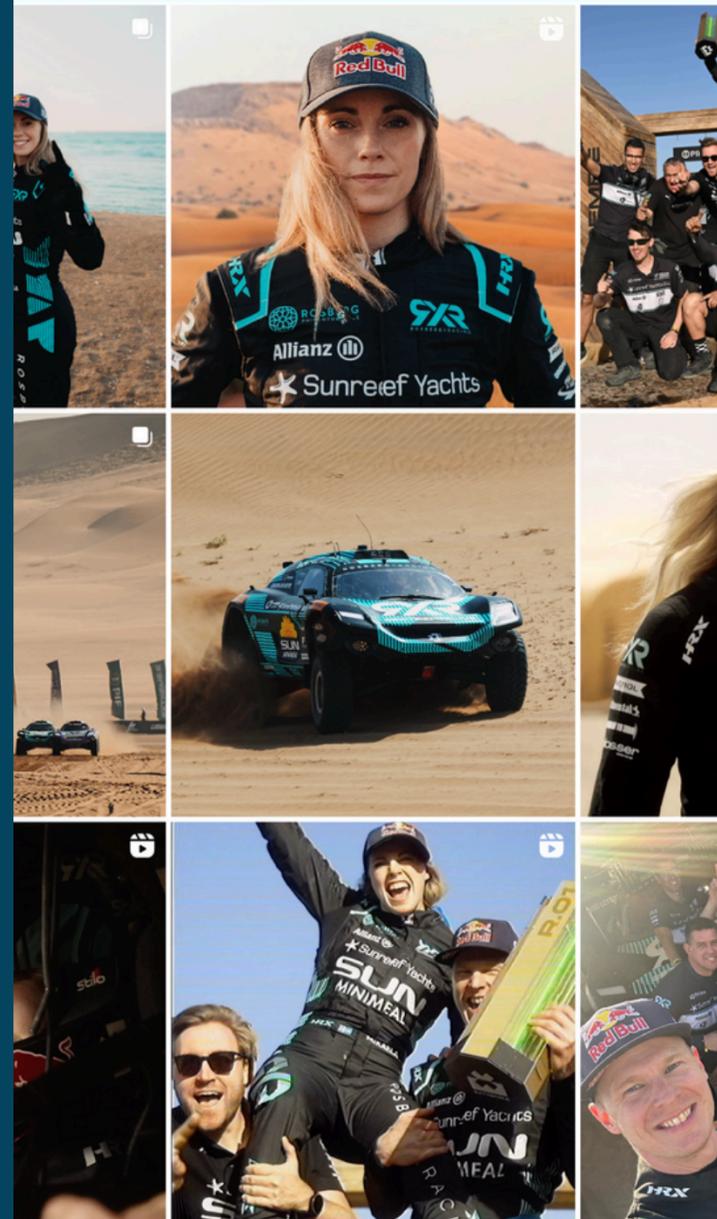
As a Fund of Funds, we are quite uniquely positioned to be indirectly invested in over 2000 transformative startups across all major tech themes/sectors like AI, Health Tech, Blockchain, Climate Tech, Robotics, Fintech, Consumer, etc.

This new chapter at **Rosberg Ventures** continues the innovative, tech-centric work I've pursued since retiring from F1. Stay tuned for more updates, and I deeply value your feedback and questions.

#RosbergVentures #Innovation #VC #FundOfFunds



## ROSBERG X RACING



## CARBON CENTRUM



### Achieving 25 Years of Forestry Impact in Just One Year: How Monitoring & Reducing Your Carbon Footprint Can Revolutionise CO2 Savings

Article  
Jul 10, 2024

In the fight against climate change, collective action has never been more critical. Net-zero targets are approaching quickly, and many will soon become mandatory. With around 2000 days until 2030, we are running out of time, and companies are finding it challenging to meet sustainability targets. While forestry solutions might seem like an easy fix, it's clear that offsets alone are not enough.

Even the best forestry products face issues such as greenwashing and double counting. For instance, a project in Panama saved 2.1 million tons of CO2, but maintaining this over 50 years is crucial. This is because these projects need continuous management to sustain carbon capture.

According to recent studies, many projects under the REDD+ (Reducing Emissions from Deforestation and Forest Degradation) initiative have failed to deliver their promised carbon savings. However, Engaging 5 million people in Norway to reduce emissions by 10% annually could achieve the same impact as 25 years of forestry projects.

#### Understanding Your Carbon Footprint

By now, most people know what a carbon footprint is. The concept helps us understand how our lifestyle choices impact the environment, highlighting areas where we can reduce emissions. However, very few people know their actual carbon footprint or how they can manage it effectively.

#### Examples of Carbon Footprint Components:

- **Home Energy:** This includes electricity, heating, and cooling. The energy we use in our homes contributes significantly to our carbon footprint.
- **Mobility:** Transportation is another significant component, including emissions from cars, buses, trains, and airplanes.
- **Shopping:** The goods we purchase, from clothing to electronics to food, all

# CONTACT ME

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