

SOFIA KOURIDIS

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[PORTFOLIO WEBSITE](#)

Senior Content Marketing Manager | Content Operations | Editorial Leadership | SEO & AI

Senior content marketing and operations leader with experience developing and scaling SEO-driven, AI-enabled content programmes for B2B and B2C organisations. Expertise includes content strategy, editorial operations, executive thought leadership, blog and landing page content, email marketing, SEO, AI content systems, and cross-functional project leadership. Proven success building scalable publishing workflows, managing editorial teams, driving organic growth, and delivering high-quality content that strengthens brand authority, improves discoverability across search and AI platforms, and supports business growth.

WORK EXPERIENCE

BriteCo Insurance

04/2026

Senior Content & AI Manager • Remote • Chicago, IL

Led content strategy, editorial operations, and AI-enabled content production for a US-based InsurTech/luxury goods insurer. Owned the end-to-end content ecosystem across blogs, landing pages, executive thought leadership, email marketing, and digital campaigns, leveraging SEO, proprietary data, analytics, and AI search optimisation to increase organic discoverability while ensuring editorial quality, regulatory compliance, and a consistent brand voice.

- Owned the content operations framework, managing editorial calendars, publishing workflows, project timelines, and resource allocation to ensure on-time delivery and operational efficiency.
- Established and maintained editorial governance, including brand guidelines, style guides, content standards, and quality assurance processes to ensure consistency, accuracy, and regulatory compliance within a regulated InsurTech environment.
- Led end-to-end content production, including ideation, briefing, editing, publication, and post-publication optimisation of WordPress blogs, landing pages, newsletters, reports, ad campaigns, and executive thought leadership articles.
- Partnered with founders and subject-matter experts to ghostwrite, edit, fact-check, and quality-assure executive thought leadership, ensuring brand alignment, editorial excellence, and successful publication across owned channels and external publications, including *Forbes*, *Fast Company*, and *Entrepreneur*.
- Directed email marketing operations, overseeing campaign production, QA, deployment, scheduling, performance monitoring, and continuous optimisation across marketing automation platforms.
- Coordinated content contributions, partnerships, and cross-functional workflows between writers, designers, SEO specialists, project managers, social media/paid ads specialists, stakeholders, and external industry platforms/publications, building a database of subject-matter experts to strengthen sourcing, credibility, and data-driven content.

- Evaluated, implemented, and optimised AI-powered content tools and workflows to improve production efficiency, editorial quality, and team productivity.
- Applied technical and on-page SEO/GEO/AEO best practices, including keyword optimisation, metadata, schema markup, internal linking, content audits, and content refresh strategies to improve organic search performance according to developing AI search and LLM discovery standards.
- Managed freelance writers, contract editors, and external content agencies, overseeing briefing, assignment planning, editorial review, quality assurance, performance management, and SLA delivery.

VELOCITY MEDIA | [Joburg.co.za](https://www.joburg.co.za)/[Pretoria.co.za](https://www.pretoria.co.za)

11/2025 - 03/2026

Content Manager • Remote

Content lead for high-traffic lifestyle platforms overseeing editorial strategy, content calendars, contributors, and multi-channel campaigns across web, email, and social. Drive audience growth through SEO, analytics, and data-led optimisation while maintaining a strong, consistent brand voice.

- Led editorial planning and coordination of monthly and seasonal content calendars across multiple verticals.
- Managed recruitment, briefing, editing, and performance of freelance writers and contributors.
- Oversaw content production across websites, newsletters, social media, and campaigns.
- Analysed performance metrics across web, email, and social, and implemented optimisation strategies to improve engagement and traffic.
- Identified content opportunities, trends, and underperforming areas, and provided actionable recommendations.
- Coordinated cross-functional workflows between content, social, design, marketing, and development teams.
- Improved internal documentation, editorial processes, and production workflows for scalability.
- Managed sponsored content, competitions, brand campaigns, and newsletter partnerships end-to-end.
- Represented the brand at events and launches, capturing written, photo, and video content. Supported audience growth across digital channels through strategic content planning and distribution.
- Delivered high-volume editorial and campaign content under tight deadlines while maintaining quality, accuracy, and brand consistency.
- Strengthened contributor networks and improved editorial turnaround through structured briefing, editing, and feedback systems.
- Contributed to improved newsletter and content engagement through testing, optimisation, and analytics reporting.

VELOCITY MEDIA | Joburg.co.za**08/2025 - 11/2025****Content Specialist • Full-time • Remote**

Produced and optimised multi-platform content supporting audience growth, campaigns, and brand positioning across city-guide and lifestyle platforms.

- Created and executed content plans aligned with audience insights and campaign goals.
- Wrote and edited SEO-optimised content for web, email, and social platforms.
- Contributed to integrated campaigns across written, social, email, and video formats.
- Tracked content performance and refined output using analytics and keyword insights.
- Collaborated with social media, growth, and design teams to align messaging across channels.
- Supported development of scalable content systems, tone guides, and editorial processes.
- Designed supporting visual assets for newsletters and websites using Canva.
- Attended events and reviews to produce on-the-ground editorial content.
- Assisted with community and creator collaborations to expand reach and engagement.
- Produced and edited weekly newsletters for multiple audience segments.
- Managed sponsored content and campaign deliverables, including articles, mailers, and competitions.
- Sub-edited contributor content to ensure editorial quality, accuracy, and tone consistency.
- Balanced high-volume editorial output with fast-turnaround campaign work.

MACMILLAN EDUCATION**12/2021 - 08/2025****Intellectual Property Specialist • Full-time**

Managing the intellectual property clearance processes of educational materials, ensuring compliant, risk-managed, timely and cost-effective delivery of best-quality products.

- Management of multiple concurrent projects.
- Assessing materials for plagiarism and third-party content while proofreading to flag potential formatting and writing issues.
- In-depth research to determine rights ownership, identify contacts, and resolve discrepancies.
- Coordination of schedules, budgets, and workflows.
- Advising stakeholders on risk and compliance matters, ensuring organisational protection and recommending process improvements to enhance quality and efficiency.

- Liaising with key internal and external stakeholders, negotiating mutually beneficial contracts and advising on licensing matters.
- Tracking and reporting on progress, maintaining accurate and detailed records.
- Analysing permissions data to identify trends, optimise processes, and inform strategic decisions.
- Performing quality control and ensuring compliance with company standards.
- Advising internal and external stakeholders on content modifications to ensure compliance with organisational DEI guidelines.
- Developing internal resources to expand institutional knowledge, facilitate cross-departmental collaboration, and establish best practices for intellectual property clearance, resulting in a more compliant and risk-managed process.
- Designing reports and informational materials for internal use, applying strong layout and typographic skills to produce high-quality documents that balance communication of complex information with visual appeal and readability.

FREELANCE

01/2018 - Present

Copywriter, Copy Editor, Researcher • Freelancer

Responsible for creating, editing, and proofreading a wide range of written materials to support marketing, branding, and client engagement strategies. Specialising in market research, digital content editing, and strategic communication.

- Creating, editing, and proofreading long- and short-form content, promotional material, website and social media content, client communications, and press releases for national media outlets.
- Collaboration with leadership to align content with brand goals, corporate objectives, and client expectations.
- Conducting in-depth market research to identify potential clientele, industry trends, and growth opportunities.
- Employing graphic design skills to create visually engaging posters and documents aligning with brand guidelines and stakeholder expectations.
- Creation and management of databases to manage internal projects, networking processes, and client outreach.

GYMNASTICS UNLIMITED

01/2018 - 09/2021

Content Writer, Communications Specialist, Editor • Part-time

Specialising in executing strategic communications and editorial operations. Working cross-functionally with leadership to align client communications and brand messaging with business goals.

- Organisation and administration of fundraising events.
- Writing, editing, and proofreading client communications, promotional content, administrative documents, and social media content.

RIGHTING AND WRITING

01/2018 - 12/2018

Translator • Freelancer

Providing professional translation services from German to English, with a focus on online content, promotional materials, and informational documents.

- Translation of website copy, promotional text, and customer-facing materials from German to English, adapting messaging to suit English-speaking audiences while preserving brand tone and clarity.
- Ensuring terminological consistency and linguistic accuracy across all content.
- Delivering clean, ready-to-publish translations for high-profile international clients under tight deadlines.
- Market research with subsequent database compilation and management to identify clientele and networking opportunities.

EDUCATION

MA/Master's in Linguistics

UNIVERSITY OF THE WITWATERSRAND

01/2019 - 09/2020

Specialisation in sociolinguistics with the completion of a dissertation: a multimodal critical discourse analysis of digital space, investigating the impact of language on marketing strategy, brand image and personal identity.

BHons in Translation and Interpretation Studies; Linguistics

UNIVERSITY OF THE WITWATERSRAND

01/2018 - 12/2018

Professional translation and interpretation training with a focus on linguistic accuracy, subject-matter expertise, localisation, and cross-cultural communication. German to English. Additional coursework in sociolinguistics.

Bachelor of Arts in Linguistics and German

UNIVERSITY OF THE WITWATERSRAND

01/2015 - 12/2017

An interdisciplinary language-focused degree with a double major in Linguistics and German. Developing strong analytical and practical skills in language structure, sociolinguistics, and language acquisition, alongside proficiency in multiple languages. Supplementary coursework included South African Sign Language, Portuguese, and English, contributing to a broad foundation in multilingual communication and cross-cultural understanding.

DELE C1 in Spanish

INDEPENDENT STUDY

Present

HSK 2 Language Course in Mandarin

UNIVERSITY OF JOHANNESBURG CONFUCIUS INSTITUTE

01/2021 - 08/2021

Elective Coursework in Afrikaans Home Language

UNISA

01/2015 - 12/2015

CERTIFICATIONS

SEO, Content Strategy, & Digital Marketing

- SEO Certification — HubSpot Academy
- Content Marketing Certification — HubSpot Academy
- Inbound Marketing Certification — HubSpot Academy
- SEO Foundations — LinkedIn Learning
- Marketing: Copywriting for Social Media — LinkedIn Learning
- Learning HubSpot CRM — LinkedIn Learning
- B2B Marketing: Pricing Strategies — LinkedIn Learning
- Creating API Documentation — LinkedIn Learning
- Project Management Foundations — LinkedIn Learning
- Introduction to Artificial Intelligence — LinkedIn Learning

Design, Visual Content, & Campaign Creative

- Create Scroll-Stopping Content — Canva
- Marketing with Canva — Canva
- Scale Creative Campaigns — Canva
- The Field Guide to Human-Centred Design — Canva

Editorial, Writing, & Instructional Design

- Editing and Proofreading Made Simple — LinkedIn Learning
- Technical Writing: Quick Start Guides — LinkedIn Learning
- E-Learning Essentials: Instructional Design — LinkedIn Learning
- Instructional Design: Adult Learners — LinkedIn Learning

Certification Focus Areas:

SEO, content strategy, digital marketing, inbound marketing, copywriting, editorial, analytics, CRM tools, Canva design, visual content creation, campaign marketing, instructional design, proofreading, and technical writing.

Auxiliary

- Virtual Presentation Skills — Springer Nature
- DEI Learning Journey: Allyship and Inclusivity — Springer Nature

TECHNOLOGY

- Canva
- Mailchimp
- ClickUp
- WordPress
- Stripo
- Agency Analytics
- Google Analytics/GA4
- ChatGPT | Gemini
- Django
- CapCut | Instagram Edits
- HubSpot
- Ontraport

SKILLS

Content, Editorial, & Marketing

- Content strategy and editorial planning
- SEO content writing and optimisation
- Copywriting, copy editing, and proofreading
- Newsletter production and email marketing
- Ghostwriting
- Social media and campaign content
- Brand voice development and storytelling
- Technical writing and long-form editorial
- Content calendars and publishing workflow

Digital, Analytics, & Platforms

- Content analytics and performance reporting
- Data analysis and insight-driven optimisation
- AI-assisted content creation tools
- CMS platforms and digital publishing
- CRM systems and database management
- Canva (web, campaign, and newsletter design)
- Microsoft Office, Excel, Outlook, and Google Workspace

Project, Operations, & Strategy

- Project management and workflow optimisation
- Strategic planning and problem-solving
- Process improvement and documentation
- Risk assessment and compliance awareness
- Budget awareness and resource coordination
- Cross-functional collaboration
- Stakeholder and client management

Communication & Leadership

- Client communications and relationship management
- Presentation and reporting skills
- Freelance contributor management
- Coaching and feedback delivery
- Negotiation and stakeholder alignment
- Time management and prioritisation
- Critical thinking and decision-making

Design, Research, & Learning

- Graphic design and visual content creation
- Instructional design and research
- Market and audience research
- Human-centred design principles

- Advanced written and verbal communication
- Multilingual communication

Languages: English, Greek, Spanish, Afrikaans, German

Personal Interests: Foreign Languages, Fitness Coaching, Technology, Aerial Circus Arts, Musical Instruments, Musical Theatre

AWARDS

Golden Key International Honours Society Membership Award

12/2015