

Lisa Wallace

Writer, Editor, Word Nerd

I'm a Cape Town-based writer and editor with more than 10 years' experience in the media and marketing industries. Passionate and hard-working, I've cut my teeth in several sectors – from publishing to edtech to retail. My passion for writing fuels my commitment to producing engaging and impactful pieces that resonate with readers and effectively convey brand intent. My creativity, curiosity, and strong conceptual skills set me apart as a writer and marketing professional. I'm able to write excellent copy on a variety of topics – everything from blockchain to graphic design – all according to various style guides.

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E: lollawallace@gmail.com

Education

English (Honours)

University of Cape Town
2011

Undergraduate Degree

University of Cape Town
(Majors: English, Media & Writing, Psychology)
2008 - 2010

National Senior Certificate
Crawford College Sandton
Prefect (2006- – 2007)
2003 – 2007

Skills

- Exceptional writing skills
- Strategic thinking
- Proficient in editing and proofreading
- Strong collaborator, able to communicate effectively across teams
- Leadership and mentoring experience, ability to guide junior copywriters
- Creative thinker, able to generate unique and engaging content ideas
- Versatile writer across print, web, social media, and video platforms.

Experiences

Senior Copywriter

Weylands
2022–present

Mid Content Writer

2U (GetSmarter)
2019 – 2022

Digital Editor

Associated Media
(House and Leisure)
2018 – 2019

Digital Editor

Condé Nast – House & Garden
2016 – 2018

Freelance Writer

2012 – present

Writer /Online Community Manager

Habari Media
2014 – 2015

Social Media Manager

Positive Dialogue Communications
2013 – 2014

Editorial Writer /Intern

Associated Magazines
House & Leisure
2013

Writer / Copy Editor

SPAR Savour Magazine
Future Media Group
2012–2013

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Accolades

UCT Leadership Awards

Nominated
2009

Sport Half Colours

2007

Cultural Full Colours

2006/2007

Academic Full Colours

2006/2007

Talitha Best Effort Award

2007

Head Girl

2001 – 2002

Online Courses

Oxford Digital Marketing:

Disruptive Strategy Programme

Saïd Business School, University of Oxford

Digital Business Strategy:

Harnessing Our Digital Future

MIT Sloan School of Management

Business, International Relations and the Political Economy

The London School of Economics and Political Science

Leading Diversity, Equity, and Inclusion

Northwestern Weinberg College

Copywriting for Digital Marketing

University of Cape Town

Co-curricular

SCA President

2007

SHAWCO: Volunteer for SHAWCO Masizame Project

2008

Project Leader (KenSTEP)

2009 – 2010

Marketing Manager: SHAWCO Marketing

2010 – 2011

Interests

Technology, business, sustainability, interiors and design, wine, food, art, culture, DEI.

Reading, exercising, films, socialising and hiking.

I'm a people's person with a penchant for kindness.

Enneagram 7:
The Enthusiast

References available on request.