

Henk-Jona Klijn

Senior Copywriter

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[Substack](#) | [Portfolio](#) | [LinkedIn](#) | [Writing](#)

Profile

Talented Senior Copywriter with extensive experience developing and executing successful content strategies for major brands. Proven track record in increasing website traffic, sales, and customer engagement through effective messaging and collaboration with cross-functional teams. Skilled in market research, A/B testing, and data analysis to optimize copy and drive conversion rates.

Experience

Senior Copywriter and Journalist

Sourced Fact News. Chicago, IL

March 2023 – Present (Contract)

- Conduct in-depth investigations into public policy, resulting in impactful content.
- Utilize data analysis to uncover trends, enhancing credibility and depth of writing.
- Collaborate with multimedia teams to produce compelling multimedia content.
- Provide balanced and comprehensive content on complex policy debates.
- Pitch, research, and write fact-checked content on a range of public policy subjects.
- Conduct interviews with policymakers, experts, and stakeholders.
- Fact-check content rigorously for accuracy and adherence to journalistic standards.
- Engage with audiences through social media platforms and public events.

Senior Copywriter

Brand Trust. Chicago, IL

February 2021 – December 2023

- Developed and executed a comprehensive content strategy for a major retail brand, resulting in a 25% increase in website traffic and a 15% increase in sales.
- Collaborated with designers and product teams to create engaging and effective email campaigns, resulting in a 30% increase in open rates and a 20% increase in click-through rates.
- Conducted extensive market research and competitor analysis to inform copy and messaging, resulting in a 10% increase in brand awareness and customer engagement.
- Created product development proposals outlining strategies and goals.
- Gathered and organized information for research purposes.
- Collaborated with team members to initiate best practices.
- Wrote research papers, reports, reviews and summaries regarding ongoing projects.
- Performed research to increase knowledge and provide valuable contributions.

Senior Copywriter

Theo & Lotte Advertising. Chicago, IL

April 2016 – January 2021

- Managed the Chicago team of copywriters to produce high-quality content for a leading tech company, resulting in a 40% increase in website traffic and a 25% increase in lead generation.

- Collaborated with marketing and product teams to develop and execute successful real estate launches, resulting in a 20% increase in sales and a 15% increase in customer retention.
- Implemented A/B testing and data analysis to optimize copy and messaging, resulting in a 15% increase in conversion rates and a 10% decrease in bounce rates.

Copywriter

The Strategy Factory Advertising & Media. Cape Town, South Africa

August 2010 – April 2016

- Spearheaded the development of innovative content strategies that resulted in a 30% increase in website traffic and a 20% growth in customer engagement.
- Led a team of copywriters to consistently deliver high-quality content within tight deadlines, resulting in improved client satisfaction ratings.
- Collaborated with cross-functional teams, including marketing, design, and product development, to ensure brand consistency across all communication channels.
- Developed and implemented SEO best practices to enhance organic search rankings and drive qualified traffic to the company's website.
- Successfully managed multiple projects simultaneously, exceeding client expectations and delivering projects on time and within budget.

Education

- **MA, Journalism and Government | Harvard ES | Cambridge, Mass**
Sep. 2021 - Present
Creative Writing | Journalism | Anthropology | GPA: 3.97/4
- **Dip, Practical Labor Law | University of Cape Town | Cape Town, South Africa**
2007 - 2010
Advocacy, legal writing, legal reading, interpretation of statutes, regulations, and case law.
- **BA, Musicology Repertoire | Universiteit van Stellenbosch | Stellenbosch, South Africa**
1994 - 1998
- **Certificates in User Experience / UX Management**
Design Thinking Interaction Design Foundation
2017

Skills

Content strategy development
Copywriting and editing
Market research and competitor analysis
Team management and collaboration
Email campaign creation
A/B testing and data analysis
Product launch strategy
Social media management
User research and testing

SEO optimization
Conversion rate optimization
Brand messaging and positioning
Creative direction and design collaboration
Customer engagement and retention
Analytical and critical thinking
Time management and organization
Adaptability and innovation
Strong communication and presentation skills

Languages

English: Native
 Afrikaans: Native
 Dutch / Flemish: Advanced Knowledge
 German: Advanced knowledge
 Sepedi: Reading and Comprehension
 Spanish: Current student

Publications & Affiliations

PUBLICATIONS

Haptic Living—Publisher secured. Forthcoming 2025
 Me(n) on Masculinity—A collection of essays. Forthcoming 2025
 MAKEBA! Mama Africa Speaks—A Play on Miriam Makeba and Stokely Carmichael, 2022
 Becoming Elektra—An African Tragedy in Three Acts, 2023
 The Bushman Susurrus: Stories of Struggle. Stories of Hope, 2023

CONFERENCE PAPERS

Advertising, Apartheid, and Afrophobia, 2022
 On Storytelling—Mapping Ontology as Cultural Equalizer, 2023

INVITED PRESENTATIONS

Narrating Lives Conference on (Auto)Biography and (Auto)Ethnography, 2023, Malta
 The Fiction that Exploded: Digging Design, *International Journal of Film* Vol 6 2021
 Postcolonial Narrative in Africa, Royallite Academic, Nairobi, Kenya, 2021
 Afrofuturism Speculative Fiction of Africa and the African Diaspora, Philadelphia, PA, 2021
 Advanced Copywriting and Content Architecture, FutureLearn, London, 2020

SEMINARS

The Enduring Legacy of Slavery and Racism in the North: The Zealy Daguerreotypes, 2022
 Protest as Politics: African American Youth, Reimagining Democracy, 2021
 Changing Carceral Systems through Compassion, at *Harvard Radcliffe Institute for Advanced Study*, 2024
 African History and Economics Series of Workshops, at Harvard University Center for African Studies, 2024
 Literature Review, Evaluation, and Peer Review, at *HES, Harvard University*, 2020

SERVICE AND AFFILIATIONS

Curator Troublemaker Digital 2021 African Art Exhibition, DuSable Museum for African American History
 Harvard Radcliffe Institute for Advanced Study
 Harvard University Center for African Studies
 Harvard Extension Student Management and Finance Club (HESMFC)

COMMUNITY

Founder Member of the Harvard University Creative Writing Forum
 Arts Editor for *The Big Issue*, a magazine to assist the homeless
 Founding Member for *StreetSmart*, an anti-hunger initiative
Swellendam Bursary Fund, assisting students with funding for tertiary education