

CURRICULUM VITAE OF TESSA-KATE DAVEL

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A bit about me

I travelled, worked, and experienced life in London for two years, Taiwan for two years, Hong Kong for four years, and I've been in Johannesburg for the past ten years. I have predominantly **digital advertising and UX writing experience**, but I've worked across many fields under the humanities umbrella.

Skills and expertise

- Design thinking
- Website audits
- Content strategy
- SEO-optimised writing
- User-experience writing
- Stakeholder workshops
- Creative conceptualisation
- Proofreading and editing
- An advocate of the agile approach
- Ability to think logically and creatively
- Creation of insights-focused presentations
- Competitor analysis and benchmark reports
- User-focused thinking and web-friendly content creation
- Human-centred approach to writing — eliminating confusing jargon where possible

Software skills: Figma, ChatGPT, Frontitudo, Miro, Jira, Sketch, InVision, Spirable, Redmine, Ignite, Chase, Campaign Monitor, Google Analytics, Salesforce, Microsoft 365



Brave Ideas is an award-winning podcast. I discussed **Content Bravery** in 2015 and it still holds true today. <https://youtu.be/7eNSEeACUzg>

Experience

BRANDS: Absa, Cell C, Nedbank, Standard Bank, RMB, Diners Club International, MTN, Vodacom, Samsung, DStv, Mercedes-Benz, Alexander Forbes, Showmax, Ford, South African Tourism, Kellogg's, MetLife/Emirates NBD (Dubai), Tsogo Sun, Avon, Justine

August 2023 – Present

Freelance Senior UX Writer and Conversation Designer – [Absa](#) – Johannesburg, South Africa

My time is split 50/50 on creating and refining two chatbots, one within the Absa App, and a new banking Chatbot on WhatsApp. I design the conversations for each bot and define the personas and tone of voice.

September 2021 – August 2023

Freelance Senior UX Writer – [Cell C](#) – Johannesburg, South Africa

I joined the digital team to assist with the creation of new products and redo the website and app.

Highlights:

- Part of the team launching a never-seen-before product in the techco market
- Creating the flows and setting the tone and language for Cell C's first chatbot
- Creating descriptive copy and microcopy for a new live in-app chat function
- Compiling the style guide and tone of voice guide for all digital products
- Content audit of all pages throughout the existing website
- Updating FAQs and other pages to more human-centred language
- Working closely with the UX and UI designers, marketing, and product design teams.

June 2021 – August 2021

Internal Communication Specialist – [Accenture Interactive \(Global\)](#)

My responsibilities included collating information from the various business pillars throughout Accenture Interactive Global, distilling it into well-written articles, emails, banners, or other forms of media, and then syndicating to the correct audience within the network of over 10,000 employees.

March 2020 – May 2021

Freelance Senior Digital Copywriter – [Digitas Liquorice \(Publicis\)](#) - Johannesburg, South Africa

I worked on various projects for Nedbank, including the conceptualisation of quarterly advertising campaigns, internal corporate comms, proactive and client briefs, and Business-as-usual copy.

October 2019 – February 2020

Freelance UX Writer/Content Manager - [MTN](#) - Johannesburg, South Africa

MTN underwent a restructuring and redesign of their entire website.

Highlights:

- An audit of the Help section
- Stakeholder workshops to understand business needs
- Competitor research with a benchmark report of telcos across the world
- Holding focus groups and user-testing workshops
- Working with the UX and UI designers to create user journeys and wireframes

December 2017 – September 2019

Freelance Senior Digital Copywriter - Johannesburg, South Africa

Agencies: [TBWA](#), [Showmax](#), [GTB \(Ford\)](#), [Ogilvy](#), [Promise](#), [Cheil](#), [Praekelt](#)

Concept ideation and roll-out, creation of CRM campaigns, script writing and recording for radio and social media shoots, SEO-optimised writing based on UX principles, proofreading and editing.

June 2017 – November 2017

Freelance Senior UX Digital Writer and Content Author - [Accenture \(Alexander Forbes\)](#)

I worked on the redo of the Alexander Forbes website. I assisted with the creation of user journeys, website navigation and labelling, content creation to engage web users. I liaised with various Accenture offices and colleagues around the world, SEO-optimised writing, and reworking existing content to be

more user-friendly and contain less jargon.

March 2015 – May 2017

Digital Copywriter – [Aqua](#) - Johannesburg, South Africa

October 2014 – February 2015

Marketing and Editorial Manager – [Fleet Street Publications](#) - Johannesburg, South Africa

January 2014 – September 2014

Account Executive – [Provantage](#) - Johannesburg, South Africa

August 2012 – December 2013

Writer and Editor – [LiveABC Interactive Corporation](#) - Taipei, Taiwan

April 2011 – July 2012

Marketing Manager – [Platinum Wines Limited](#) - Central, Hong Kong

Sept 2010 – July 2012 (part-time)

Debating Instructor – DebateHK Central, Hong Kong

November 2007 - August 2010

ESL English Teacher – Taiwan and Hong Kong

August 2006 – October 2007

Back Office Administrator and Customer Services Professional – Advanced Payment Solutions, Cashplus Prepaid MasterCard, Central London, England

Qualifications

- **Interaction Design Foundation courses** – *currently studying*
- Trained Debate Instructor for DebateHK (2011)
- **Bachelor of Social Science.** Majors: Culture, Communication and Media Studies; English Studies (2003 – 2006). University of Kwa-Zulu Natal, Howard College Campus, Durban, South Africa
- **Howick High School:** Matriculation with exemption

Personal details

Nationality: South African

| **Date of birth:** 26 February 1985

Languages: English (native), Afrikaans (fluent-ish) | **Criminal offences:** None

Interests: Reading, writing, socialising, Story Slam, travelling, yoga, gym, movies, music, dogs, sloths

References

Sarah Aylmer: Design Lead: Digital and Data, Cell C. Cell (+27) 82 099 7544

Jared Kushner: Creative Director, Digitas Liquorice. Cell (+27) 71 355 5544

Robyn Nahman: Creative Director, Aqua. Cell (+27) 72 173 7869

Chris Lazley: Content Author, Accenture. Cell (+27) 82 099 5171