



Maja Havemann

Freelance Copywriter, Creative Producer and Project Manager

Location: Cape Town

📍 Cape Town, South Africa

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Languages

English (Native)

Polish (Fluent)

French (Basic)

About

I am a freelance creative who has worked as a producer and project manager whilst at the same time writing commercial and editorial copy for various clients. I come from a publishing background, having worked at Condé Nast, across multiple titles including British Vogue, GQ and Glamour. Since moving freelance I have added more fashion and lifestyle clients to my portfolio including i-D, Nike, Farfetch and Sunday Times Style. I'm passionate about creating elevated content across all placements and working with innovative teams to hit all targets. At the moment I am writing and editing exclusively rather than working as a producer or project manager however I am open to roles in both skill sets.

BRANDS WORKED WITH



Experience



● Freelance Project Manager, British Vogue

British Vogue | Sep 2020 - Jan 2022

Freelance project management across print and digital commercial projects for British Vogue. This included digital partnerships, social campaigns and digital events as well as print promotions and supplements. This role included freelance writing across British Vogue partnerships with brands including Dolce & Gabbana, BMW, Michael Kors, Bonpoint, Uniqlo, Sketchers, Maxx Royale and Patron.



● Nike Creative Studio Producer

Nike | Jan 2020 - Jan 2020

Nike London Creative Studio producer working across promotional Hackney Moves fitness festival campaign. Conceptualising, planning and producing 30' promotional film shoot and accompanying stills. Content to be featured on social media and Nike web channels. Shoot incorporated Nike athletes and influencer ambassadors across multiple sporting disciplines.



● Freelance Creative Producer and Project Manager

Farfetch | Jan 2017 - Jan 2019

Creative production and project management across all creative partnerships with various fashion clients. Projects included Stella McCartney, Maison Margiela, Zegna, Woolmark, Rossignol, Swear and Pinko.



● Freelance Creative Producer, Sunday Times Style Magazine

The Times | Jan 2017 - Jan 2017

Creative production across all editorial content for Sunday Times Style. This included fashion, still life and portrait shoots.

● Freelance Digital Project Manager, Huffington Post

Aol | Jan 2017 - Jan 2017

Digital project management for various clients across the Huffington Post website. This included native articles, traffic drivers and AD banners.



● Freelance Creative Producer, British GQ

Condé Nast Britain | Jan 2017 - Jan 2017

All promotional shoot production for British GQ and its clients. This included fashion, beauty, car and lifestyle shoots for clients including

Armani, Clinique, Birkenstock, Victorinox, Wilkinson Sword, Michelin and Haig Club.



- **Freelance Digital Project Manager, British GQ**

Condé Nast Britain | Jan 2016 - Jan 2017

Project managing a multi-territory and platform GUCCI digital project for British GQ. This included managing native custom solutions and social posts.

- **Producer, British Vogue**

Producer British Vogue | Jan 2015 - Jan 2016

I have just finished a role as the British Vogue Promotions Producer where I produced and project managed all client-related projects from supplied promotions to major Vogue produced supplements which included video, print and digital assets. I liaised directly with all clients, project managed from initial briefing to final repro and chromalin stage. A major part of my role was all shoot production for both print and digital promotions. I managed all model castings and crew bookings (photographers, hair, make up, styling, videographers, etc.), location sourcing, travel bookings and on-set management, etc. I worked with three art directors and various teams within the company (video, digital, other publications, freelancers, etc.). I also wrote and edited promotional copy for our client briefs, presentations as well as print and digital promotions.

- **Producer, Glamour Magazine**

Condé Nast Publications | Mar 2013 - Jan 2015

This role involved the co-ordination of all activities relating to any promotions found in Glamour UK. I directed all client liaison, critical path project management, shoot co-ordination, copywriting and other activities related to Glamour promotions. Clients included L'Oreal, House of Fraser, H&M, John Frieda, Keds and the Body Shop.



- **Digital Project Manager Condé Nast Digital**

Condé Nast | Sep 2012 - Jan 2013

I project managed and co-ordinated all activities pertaining to various custom solutions within the Condé Nast publishing group including bespoke promotions placed on Vogue, GQ and Glamour. This role involved liaising between the digital studio, clients, suppliers and other in-house teams, budgeting, proofreading and writing. Clients included Rimmel, Estée Lauder and Mazda.



- **Fashion Buyer**

Mr Price Group | Jan 2010 - Jan 2012



- **Key Account Manager**

Brandswell | Jan 2008 - Jan 2010

As key accounts manager for a through-the-line agency I created and implemented various national campaigns for clients including Sprite, Sprite Zero, Fanta Zero and some Unilever brands. This involved taking client brief, creating a strategy and campaign with a creative team, implementing it on a national level across various media and then providing client with qualitative and quantitative feedback.