

Irene Walker

Content Strategist at Sable Group

South Africa, , ZA

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Biography

I'm a project manager, writer, and content strategist. Translated: I'm hell-bent on delivering content solutions that make both users and businesses happy. My experience, while exclusively content-driven, is cross-sectoral. Working for the NHS fostered strong usability and accessibility priorities for me. Then, in an agile startup environment, I refined my project management and stakeholder negotiation skills. At a specialist content strategy consultancy, I correlated user needs with clients' business objectives and priorities on a daily basis. And now, at a large professional services company, I work with the brand team on a never-ending list of content projects, including over 20 company websites.

Industry Expertise

Writing and Editing, Internet

Areas of Expertise

Content Strategy, Accessibility, Communications Strategy, Content Development, Content Planning

Education

Stellenbosch University/Universiteit Stellenbosch

Hons (BA) - English

Stellenbosch University/Universiteit Stellenbosch

BA - Information Science

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