


# Megan A. White

Travel communication specialist

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## EXPERIENCE

### Freelance travel communication specialist

Various  03/2025 - Present  Remote

I do freelance and contract writing and marketing work for half a dozen tourism and marketing companies. Two such partnerships are:

- Where It all Began (Southern Africa sustainable active adventure travel tour operator). I'm spearheading a long-term B2B research and LinkedIn campaign.
- Big Ambitions Marketing (African tourism marketing agency). The tasks here are varied and have included creating the weekly newsletter for the SADC Tourism Council and overseeing its LinkedIn account (I grew engagement by 10% in a month). I have also written corporate thought leadership content for the hospitality sector and conducted market research into African outbound tourism companies, African aviation, the Kavango Zambezi TFCA and more.

### Travel head writer and sustainable tourism lead

Follow Alice  10/2019 - 03/2025  Remote

Follow Alice is a boutique tour operator offering adventure trips in select countries within Africa, Asia and South America. Some of my successes working there were that I:

- Conducted SEO and competitor research to inform the written content strategy and this research, together with the creation of hundreds of blog posts, greatly improved organic traffic to the company website – the blog was the top source of organic traffic to the website for four years running
- Created various mixed-media content (including webpages, lead magnets and client prep materials) and the clear and informative nature of this content was cited by 30% of clients as their reason for choosing to book with Follow Alice
- Authored hundreds of blog posts which enjoyed an AOP well above industry norm; dozens of posts also ranked #1 on Google and were used as featured snippets
- Developed a distinctive brand voice (and penned the written style guide)
- Through deep market research, spearheaded and directed the company's sustainable and inclusive travel messaging; this messaging was cited by roughly 25% of clients as the reason they chose to book with Follow Alice

### Freelance feature writer, academic editor and lecturer

Various  2008 - 2019  Durban

I worked as a freelance writer and editor from 2008 till 2013 and then again in 2019. During this time I:

- Wrote travel and history feature articles that were published in major South African newspapers and magazines including The Mercury, Travel Ideas and Village Life
- Edited hundreds of masters and PhD theses as a freelancer and was regularly thanked and referred by clients (and their supervisors) who viewed my assistance as being critical to their success in graduating
- Lectured business communication at Varsity College Westville
- Lectured heritage studies as well as history and internet studies at the University of KwaZulu-Natal (UKZN)

## SUMMARY

I'm a seasoned writer, content strategist and editor with 17 years of diverse experience in travel and tourism, digital marketing, publishing and higher education.

My killer research skills, passion for storytelling, adaptable writing style and keen analytical thinking enable me to craft nuanced and strategic brand messaging and mixed-media content that connects with a wide audience and develops game-changing brand trust.

I excel in market research, B2C and B2B content creation, campaign strategising and brand messaging. My proficiency with various digital tools from design platforms to analytics tools and content management systems make me a versatile asset in the ever-evolving digital marketing landscape.

My passion for value-sharing tourism is genuine and comes from a place of wanting to do work that helps to create a kinder and more equitable world.

## FIND ME ONLINE



LinkedIn  
<http://linkedin.com/in/meganwhite1/>



Online portfolio  
[www.clippings.me/users/meganabigailwhite](http://www.clippings.me/users/meganabigailwhite)



Website  
<http://meganabigailwhite.com/>

## STRENGTHS AND SKILLS



Market research expertise  
I'm skilled at conducting comprehensive market research to drive successful content and UX strategies



SEO content mastery  
I create SEO-optimised content strategies and content that consistently ranks high with search engines; I scored 99% for content strategy and 96% for SEO copywriting on TestGorilla



Impactful travel advocate  
I've led sustainable travel initiatives that improved company policies and boosted brand reputation



Multimedia content creator  
I ideate and deliver engaging multimedia content that improves customer engagement

## EXPERIENCE

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### Managing editor

[Stadio Higher Education](#)

📅 12/2015 - 12/2018 📍 Durban

Stadio Higher Education is an independent University. I worked at Embury Institute for Higher Education, which was later absorbed into Stadio. Some of my key successes working there were:

- Promoted from distance learning editor to managing editor within a year
- Authored various student and in-house guides and books including ones on copyright law, referencing techniques, distance-learning writing best practices and brand written style
- Ideated and implemented internal processes to ensure the quality and smooth operation of the study material creation process
- Authored study books on grammar, literature and verbal and non-verbal communication
- Sourced and managed freelance editors and translators as well as a junior in-house editor

### Copywriter

[DigitLab](#)

📅 10/2013 - 10/2015 📍 Durban

DigitLab is a digital marketing agency. I primarily engaged in content strategy as well as blog writing and social media content creation for various companies, including KPMG and City Lodge Hotel Group.

### Project manager

[Maskew Miller and Longman](#)

📅 01/2008 - 07/2008 📍 Cape Town

Maskew Miller and Longman is an education publishing house. I worked as a project manager and editor.

## EDUCATION

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### Research MA in English Literature

[University of Cape Town](#)

📅 2007 📍 Cape Town

- This was a thesis-only masters degree that required intensive research, keen analytical skills and a massive dose of self-discipline

### BA Honours in History

[University of Cape Town](#)

📅 2004 📍 Cape Town

- My resourcefulness in finding new research material led to my being brought on as a research intern for the Historical Studies Department

### BA in English Literature and History

[University of Cape Town](#)

📅 2003 📍 Cape Town

- I was invited to join the Golden Key Society during this time

## VOLUNTEER WORK

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### Writer

[Ubuntu Magazine](#)

📅 03/2025 - Present 📍 Remote

This is an online conservation publication. I'm writing for both the magazine and its B2B LinkedIn account.

## STRENGTHS AND SKILLS

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### Research skills

I'm a skilled and discerning researcher



### Independent, critical thinking skills

I'm a valuable collaborator as I bring unique perspectives and insights



### Editorial mindset

I excel in stepping into an audience's shoes to appreciate how best to approach any messaging, and I am a detail fiend



### Creativity and excellence

I have original ideas and make novel connections, and I care about doing things well



### Communicative and proactive

I'll take the initiative, always, and I'll keep you nicely looped in



### Efficient and self-disciplined

I work quickly without compromising quality nor needing oversight



### Integrity

I treat everyone as I'd want to be treated and I'm honest

## TECH

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[WordPress](#)

[Contentful](#)

[Ubersuggest](#)

[Google Analytics](#)

[Adobe InDesign](#)

[Canva](#)

[Mailchimp](#)

[Wetu](#)

## REFERENCES

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### [Reto Bolliger](#)

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### [Mel Kuanda](#)

Follow Alice – Head of Operations  
+27780631864  
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### [Michael English](#)

Follow Alice – Senior Travel Consultant  
+27724784342  
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