



Peter Prins

Junior media-/ad buyer

Profile

Newly certified junior ad buyer / junior media buyer - with a diverse (online marketing) skill set which could be of value to you as an employer. Started out as a nonfiction ghostwriter in 2007, acquiring various skills along the way.

More info on what he brings to the table, as well as strengths/weaknesses/challenges can be found at pjprins.com

Employment History

Owner/writer at Self, Remote

October 2007 — Present

Ebook ghostwriting and blog writing/ghost-blogging/freelance blogger services. Nonfiction ebook writer, freelance blog writer, web content writer, and content copywriter.

SEO content writer - writing of content for bloggers, product descriptions for e-commerce websites, and social profiles as requested. Some of it was informational content writing, some of it was SEO content, and some of it was copywritten content.

Writing nonfiction ebooks for use as marketing tools, as well as ebooks which were sold as stand-alone products.

Topics ranged from real estate and health, to marketing online and personal safety, with more in between.

Freelance web designer at Self, Vredenburg, WC, ZA

November 2008 — March 2020

Practical web design and web development for small businesses, including basic mobile friendly design, SEO, SMO and security. Content was - in most cases - either edited to be SEO friendly, or written from scratch.

In several cases, clients also required assistance with setting up/improving paid advertising campaigns on Google and Facebook.

Education

Gr12, Upington Technical High School, Upington, NC, ZA

March 1979 — December 1983

Subjects:

- Afrikaans (language) - B
- English - A
- Math (higher grade) - C
- Science (higher grade) - A
- Electrical technology - C
- Technical drawing - D

Note: South Africa education "years" run from January to December.

Details

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Links

[Website](#)

[LinkedIn](#)

Skills

Facebook ads setup and management

Basic market research and competitive analysis

Building a customer-/client persona

SEO content writing

Basic copywriting

eBook writing

Website infrastructure

Basic funnel setup

National diploma Water Treatment, Pretoria Technikon, Pretoria

January 1984 — June 1988

Started off full time, switched to part time later on. Qualification became redundant due to industry affirmative action policies and one poor career choice. At the time, alternative treatment was non-existent in South Africa, and by the time it came around my knowledge and experience was outdated.

Main subjects:

- Water- and wastewater treatment
- Microbiology
- Water analysis

🎓 Courses

Jumpstart course in media buying, Adskills Academy

September 2020 — October 2020

📖 References

References

October 2007 — October 2020

The following are recommendations received on LinkedIn - any of these individuals can be contacted via their LinkedIn profiles.

Herman van Zyl:

Owner at Alufix, formerly a Google Adwords specialist.

"I worked with Peter on several Google Adwords Campaigns – He knows his industry – He develop superior websites and his client relations with the customers is excellent. I would recommend him for anyone... ."

Johan Otto:

Owner/Founder of Nu-Glaze Holdings (Pty) Ltd.

"Peter J is one of those rare ever optimistics that always sees the bright side of the situation. His knowledge and skills are of a very high standard. I can recommend him for any internet and internet marketing related issues. He knows his stuff and offers it with a friendly readiness. He also displays a huge general knowledge and very sound business acumen."

Dennis Thorgesen:

Founder of Lisech Marketing, a small Nebraska branding company.

"As the owner of a company that creates and markets brands, I have yet to find anyone who understands and can maintain an existing brand voice better than Peter Prins. I actually ran a contest to see if someone could tell which of my articles were ghost written by him. Not a single person even came close."

Dennis Kashkin:

Founder of Stealth Startup and Barksense – Austin, Texas, USA

"Peter has been helping me with many copywriting projects since last year. Every project that he took on was delivered on time and with great quality. In addition to writing and editing skills, Peter has been a tremendous asset when it comes to researching and analyzing complex technical issues and generating

creative ideas. I am very happy that I found Peter, and I would highly recommend him as a multi-talented copywriter.”

Keith Kingston:

Technical Director at weddingsonline.ie

“I have used PJ over the past few years for several writing projects across many niches. He is an extremely good writer and produces well researched and well written content. He is also very flexible in terms of style of writing and length of articles.

Technically he is also very strong, which was great for me as he could upload and publish, and index the content without me having to worry about it. I have used many writers from Warrior Forum over the years and I keep going back to PJ for his skill, speed and reliability. I highly recommend.”

Cori Padgett-Bukowski:

Owner at Big Girl Branding

“I’ve hired PJ as a freelancer to help me with a variety of personal projects in the past. He is a good worker, writes well, and especially seems to understand more techie subjects that tend to be a little beyond me. He’s also friendly and thoughtful, two traits I value highly in working with someone.”

Corrie Esselman:

Fight sport fanatic

“peter is a amazing writer, his work is top notch and he is always standby to help. highly recommended.”