



Maggie Joanna Roodt

Marketing Strategist | Brand Strategist | Creative Strategist

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At A Glance

 **10+**
years of experience

 **60+**
clients across B2B + B2C + DTC

 **30%**
campaign success rate boost

Core Areas of Expertise



Marketing Strategy

Strategy from foundation through acquisition: positioning, websites, SEO/content ecosystems, analytics and tracking, campaign planning, paid media, funnel strategy, optimisation and execution.



Copywriting

10+ years across DTC and B2B. Direct-response advertising, landing and sales pages, websites, email/SMS flows, sales funnels, scripts, advertorial-style content, SEO/content, presentations, CTAs, hooks, etc. And critically: conversion and ROI, not merely writing.



Brand Strategy

Audience research, personas/avatars, positioning, brand scripts, messaging frameworks, voice/tone, customer motivations, objections and pain points—then translating those insights into communication that actually resonates.

Industries & Verticals

Healthcare & Wellness

eCommerce & DTC

B2B SaaS & Technology

Luxury Hospitality

Fashion & Lifestyle

Professional & Local Services

Financial Services

Construction & Interiors

Featured Brands

dorelan[®]
dormire bene vivere meglio



SAMSUNG



Work Experience

Mar 2026 - Feb 2025	Director of Communications CodeSM Led brand and communications strategy for 60+ B2B and B2C clients, using onboarding and audience research to develop customer personas, positioning, brand scripts and messaging frameworks. Translated customer motivations, pain points and objections into communication strategies and directed their application across copy and campaigns.	What this means for you I turn customer insight into brand strategy. I quickly get beneath the surface of a business and its audience, then build messaging that speaks directly to what drives customer decisions.	
Jan 2025 - Sep 2023	Managing Director CodeSM Led strategy for a 50+ client portfolio, developing tailored marketing plans around each client's objectives, audience, competitive landscape and growth stage. Built strategies spanning brand foundations, websites, SEO and analytics through to email, promotions, sales pages and paid advertising, while overseeing creative quality and agency operations.	What this means for you I see the whole marketing picture. I identify what a business actually needs and turn commercial objectives into focused, actionable marketing strategies.	
Aug 2023 - May 2021	Chief Copywriter CodeSM Led copy across 50+ clients, developing brand strategy and conversion-focused messaging for websites, landing and sales pages, email, SMS, ads, sales scripts, eBooks and other digital collateral. Trained copywriters and reviewed team output to maintain quality, brand consistency and strategic alignment.	What this means for you I don't just write copy; I understand why it works. I turn audience insight and strategy into copy that drives action.	
Apr 2021 - Mar 2018	Freelance Copywriter Created conversion-focused copy for international clients across eCommerce, DTC, travel and conservation, spanning sales funnels, digital advertising, email, websites and cross-channel campaigns. Clients included ROI Jolt, MyDivePro and Sea Shepherd, among others.	What this means for you I adapt quickly and work independently. I can enter unfamiliar industries, taking projects from research and strategy through to finished copy.	

Work Experience

Feb 2018 - Jul 2017	Copywriter Leo Burnett Wrote advertising creative for major international brands including Samsung and McDonald's, developing copy for radio and video campaigns within one of the world's established agency environments.	What this means for you I know how to make every word count, turning ideas into compelling concepts, hooks and messages.	
Jun 2017 - Nov 2015	Content Writer League Digital Created SEO-optimised content, spanning websites, blogs, eBooks, white papers, emails and infographics. Served as sole writer on major accounts, including Promasidor's portfolio of 35 brands across 30 African countries and Karan Beef's complete SEO-optimised website.	What this means for you I write for people and search engines, combining strong content with SEO strategy.	
Oct 2015 - Feb 2015	Print & Digital Journalist 3S Media Sole journalist for Meetings magazine, researching and writing editorial content, conducting industry interviews, and representing the publication at events, conferences and trade shows. Translated technical and industry-specific subjects into accurate, accessible stories for a specialist audience.	What this means for you My writing is grounded in journalistic discipline: research, accuracy, credibility and a strong story.	
Oct 2014 - Oct 2013	Features Editor PDBY Led the features team for a weekly publication, directing journalists from topic development through publication and training them in research, grammar, style and journalistic integrity. Wrote original editorial and opinion pieces, edited and approved all section content, and collaborated with the design team on weekly layouts.	What this means for you I learned to lead writers before I became a marketing leader, developing people and ideas while maintaining high editorial standards.	

How I Work



Strategy before execution

Great marketing starts with understanding people, not channels. Every project begins with research into the audience, competitive landscape, customer motivations and commercial objectives before a single word is written.



Test, refine, repeat

Marketing isn't finished when it's published. I use performance data, customer feedback and continuous iteration to strengthen campaigns and improve commercial outcomes over time.



Remote by experience, not adjustment

I've worked remotely for 7+ years, including five years aligned with US Eastern Time. I'm comfortable working independently across time zones, communicating asynchronously and staying accountable without needing close supervision.



AI is part of my toolkit, not my replacement

I use AI to accelerate research, ideation and analysis while keeping strategy, critical thinking, fact-checking and final creative decisions firmly human-led.

Tech Stack

Claude

Perplexity

M Manus

Google Trends

Google Keyword Planner

Google Analytics

Google Search Console

Meta Ads Manager

Google Ads

Mailchimp

K Klaviyo

WordPress

Shopify

Canva

C CapCut

What I Bring To Your Team



A partner, not just an employee

Whether I'm embedded in a team or leading a project independently, I bring ownership, strategic thinking and a genuine investment in the quality of the final outcome.



Driven by ROI

I keep revenue and return front of mind. As Managing Director at CODESM, a marketing agency, 89% of the sales calls I joined converted.



Strategy that doesn't stop at recommendations

I research the problem, build the strategy, write the messaging and help execute it—bridging the gap between planning and delivery.



Copy backed by commercial thinking

After 10+ years in DTC, B2B and B2C copywriting, I don't just ask what should we say? I ask why will this persuade someone to act?



Low Ego. High Standards.

I'm pragmatic, direct and collaborative. I welcome honest feedback, challenge ideas when needed and care more about getting to the right answer than being the person who had it.

Recommendations

“

Maggie has a sharp strategic mind and she's an exceptional storyteller. Her ability to adapt across distinct verticals, including complex regulated industries, and turn nuanced requirements into clear, compelling messaging has directly helped CodeSM win larger, more established brands.



Oriol Zertuche

Founder, CodeSM

“

Maggie combines energetic creativity and a relentless drive to mastery with a really thoughtful and results-orientated attitude. She's a great writer, and is constantly seeking to add value in any way she can.



Carl Thomen

Freelance Client, Old Mutual

“

Her work ethic, motivation, creative thinking and get-things-done attitude are phenomenal. Her copywriting skills are such an essential tool for any type of business.



Ran Mor

Founder, MyDivePro



Thank You For Your Time

Let's get down to business!

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