

lisa ikin
FREELANCE WRITER



Copywriting Portfolio

Website content, SEO copywriting, blog posts,
proofreading, emailers, and social media posts

www.lisabenjess.org

Connect



@Lisa Ikin Freelance Writer



[lisa_ikin_freelance_writer](https://www.instagram.com/lisa_ikin_freelance_writer)



www.lisabenjess.org



+61 0421644318



writer@lisabenjess.org

About

I write creative copy for small to medium businesses. My goal is to provide high-quality content at an affordable cost, to enable businesses to get on with the line of work they do. I can help you save time and money by getting it right the first time.

I am a freelance feature writer with work published in various online and print publications. My work has appeared in magazines: Re: Think, On the Road, and Readers Digest. My work also appears in online publications such as Independent Australia, SBS Guide, and XYZ Asia.

As a storyteller, my experience with feature articles and interviewing people helps me when I must find out as much as I can about you and your business.

Since the beginning of 2019, I have helped several businesses in the health and wellbeing, retail, food and catering, trades, and accountancy sectors. Variety is the spice of life and I pride myself in being a thorough researcher.

I am an amateur photographer and I have completed three writing courses through the Australian Writers Centre including feature and copywriting courses.

Lisa Ikin



My Skills

- Creative content
- Copywriting
- SEO
- Blogs
- Social media content
- Photography
- Proofreading
- Email content



When Helen and her team of Sydney accountants wanted to launch their new business, they contacted me initially to create a company profile. I created a two-page PDF for HD Accountants to attract new clients.

A month later Helen was back in touch for some revision and rewriting of the content for the new website.



Cloud Accounting

HD Accountants use innovative cloud-based accounting software, Xero, and QuickBooks to manage your business accounts. Xero Online accounting software ...

[Read more >](#)



Tax Compliance

HD Accountants can give you peace of mind by navigating complex income tax issues. Your company may be severely penalised for non-compliance with Aust...

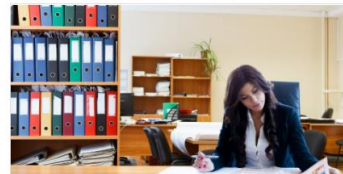
[Read more >](#)



Self-Managed Super Funds

If you want the flexibility and control of having your own super fund, HD Accountants can help you with compliance & administration of Self-Managed...

[Read more >](#)



Business Start-Up

If you have a new start-up and want to get it kickstarted, HD Accountants can guide you into establishing innovative business structures. Our expert consultants will work for you to minimise income tax implications.

[Read More](#)



Chinese Business Services

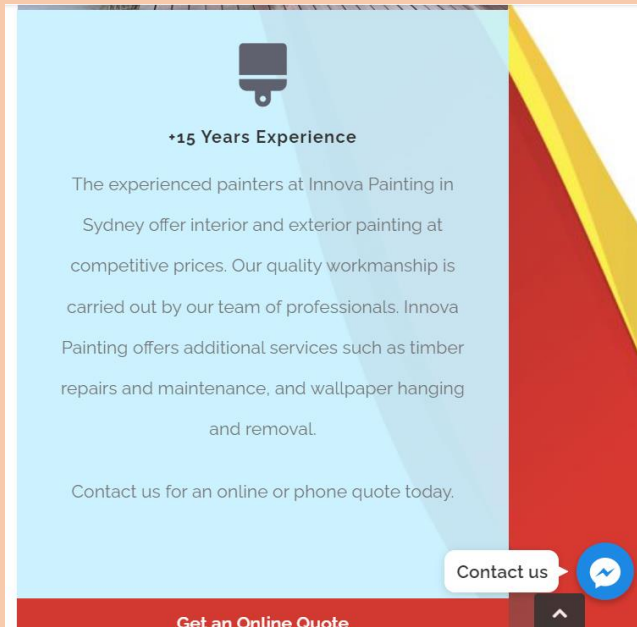
HD Accountants proudly offers Chinese business consulting and support to clients wishing to invest or undertake business operations in Australia. [Read More](#)



Investment Services or Mortgage

Mortgage broker Daniel Kwan can provide you with competitive investment and mortgage solutions Australia-wide. He can also assist in finding a suitable property and negotiate the best deal for you. [Read More](#)

Innova Painting Services is based in Sydney, and they contacted me when they wanted some words for their new business.



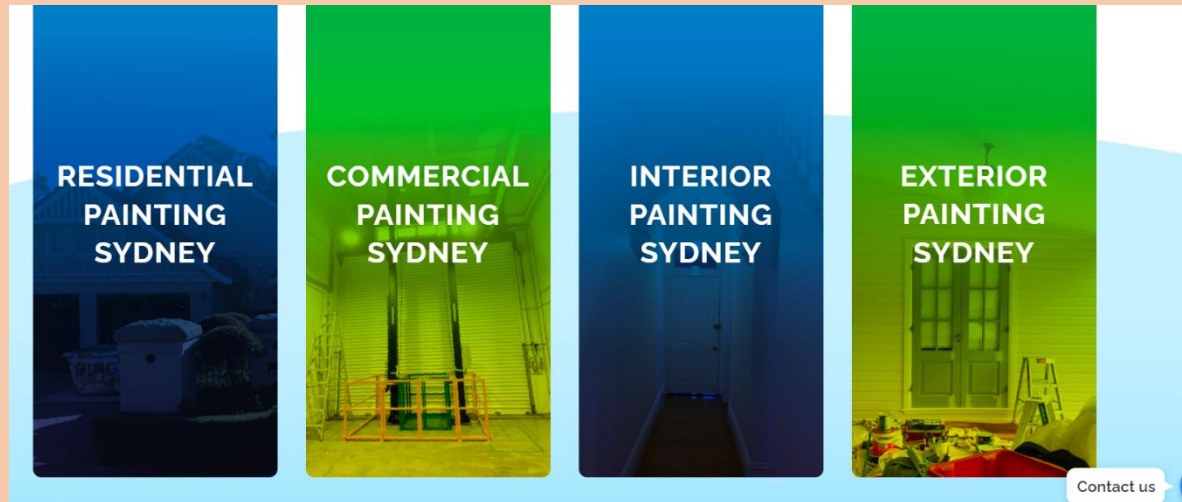
+15 Years Experience

The experienced painters at Innova Painting in Sydney offer interior and exterior painting at competitive prices. Our quality workmanship is carried out by our team of professionals. Innova Painting offers additional services such as timber repairs and maintenance, and wallpaper hanging and removal.

Contact us for an online or phone quote today.

[Contact us](#)

[Get an Online Quote](#)



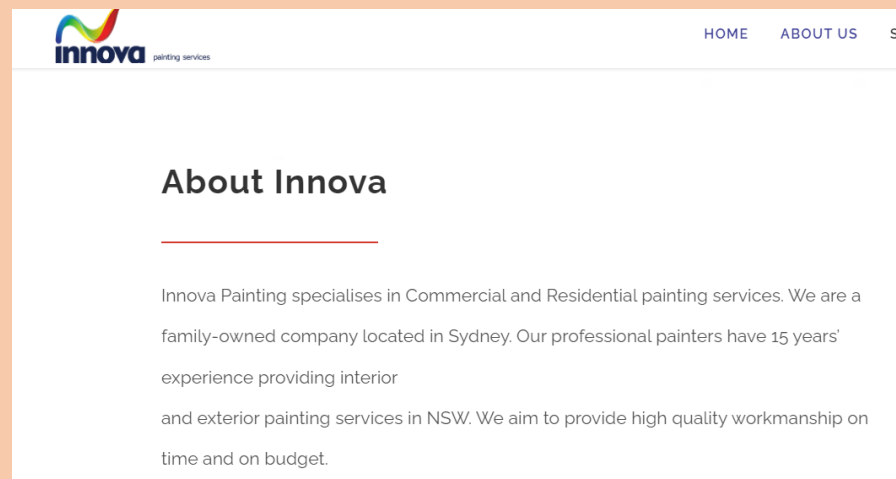
RESIDENTIAL PAINTING SYDNEY

COMMERCIAL PAINTING SYDNEY

INTERIOR PAINTING SYDNEY

EXTERIOR PAINTING SYDNEY

[Contact us](#)



innova painting services

HOME ABOUT US

About Innova

Innova Painting specialises in Commercial and Residential painting services. We are a family-owned company located in Sydney. Our professional painters have 15 years' experience providing interior and exterior painting services in NSW. We aim to provide high quality workmanship on time and on budget.

BLACKLEAVES

I write regular health blog articles for this natural health and tea retailer based in Perth WA. Most articles are 3000 words in length, and they require extensive research.

Maternity



How to relieve leg cramps during pregnancy

Pregnancy can be the best time in your life. Knowing that you are about to share your life with a petite version of yourself can make you forget th...



Red Raspberry Leaf Tea for Pregnancy and Labour

Pregnancy can be the most joyful time in a woman's life. From conception to labour, you will experience many highs. When preparing for labour, Red ...

HEALTH HUB

[WEIGHT LOSS](#)

[DIGESTION](#)

[MIND](#)

[SKINCARE](#)

[MENOPAUSE](#)

[MATERNITY](#)

[AUSTRALIAN NATIVE](#)

Feature Articles

A small sample of some of my feature articles. I really enjoy the research and interviewing people for this type of writing.

The research skills are an advantage when writing copy and content for websites.

Independent Australia – Grandparent Carers

A growing number of grandparents care full time for their grandchildren in Australia, without receiving the financial support they need, writes [Lisa Ikin](#).

WHEN YOU HOLD your grandchild for the first time it all comes rushing back – the tiny hands, the downy head and the rolls of baby flesh. It takes you right back to being a parent.

A growing number of grandparents don't get to hand their grandchildren straight back to their parents. They are left holding the baby for the rest of their lives. Drug abuse and mental health issues are a major contributing factor.

[#Homeschooling](#) & keeping children entertained for hours on end have now become commonplace for hundreds of [#kinship](#) carers across Australia. We salute the amazing [#resilience](#) shown by all kinship carers in the face of [#COVID19](#). <https://t.co/qfkVfhpty6> – OzChild (@OzChildTweets) April 21, 2020

SBS Guide – Cat Ladies

When it comes to owning cats, can you ever stop at just one?

By Lisa Ikin

Tweet

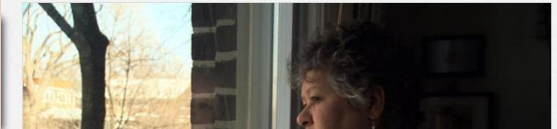
30 AUG 2021 - 9:48 AM UPDATED 7 SEP 2021 - 9:54 AM

Share

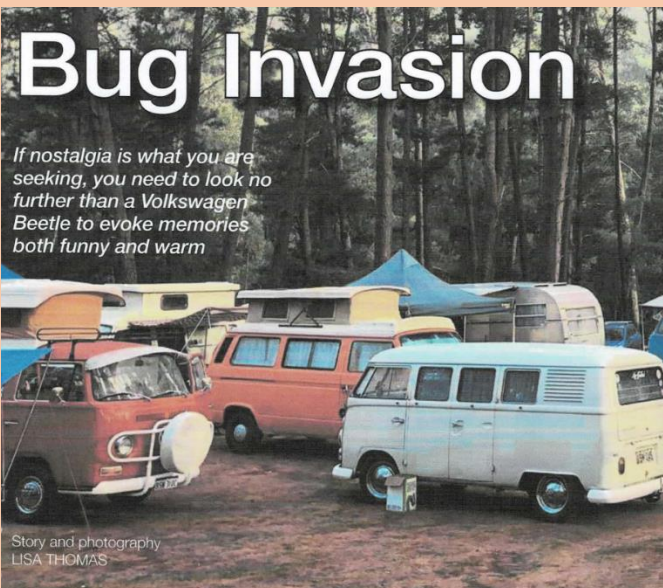
"Cats are the most beautiful animals in the world," says Margot, who shares her cat-themed home with three pampered felines. She wishes she could form a relationship with another person that equals the bond she has with her three cats Fritz, Bongo and Little One.

Welcome to *Cat Ladies*, a candid and compelling dive into the lives of Margot, Jenny, Dianne and Sigi, four women who have little in common with one another besides their love for cats.

From Canadian filmmaker Christie Callan-Jones, *Cat Ladies* is an intimate tour of the four women's lives, cat hair and all. The women are clearly at ease as they share amusing anecdotes and their inner-most feelings. Phillip Strong's mesmerising soundtrack, for which he won a Gemini Award, accompanies each woman's backstory. They reveal life events which have resulted in feelings of loss or trauma. These stories could be any woman's story, or for that matter, any human's story.



On the Road Magazine – VW Club of WA



XYZ Asia – Travel in Taiwan

The header of the XYZ Asia website features a blue background with the 'xyzAsia' logo in white. Below the logo, it says 'A MAGAZINE FOR TRAVELLERS 55+'. To the left of the logo is a hamburger menu icon. Below the logo, the text reads 'DESTINATION GUIDES, TRAVEL INFORMATION & HEALTH ADVICE FOR TRAVELLERS 55+ IN ASIA'.

First Time Taiwan: Hiking, Biking and Train Trips

TRAVEL, EXPERIENCES

My partner and I enjoy hiking and biking when we travel, and one day we read an article about doing just that in a place called Taroko Gorge in Taiwan. It sounded like an incredible experience, so we made up our minds to travel there as Taiwan was a country that we had not previously visited, and we'd also heard it was a gourmand's delight!

We ended up seeing a lot of Taiwan in the 10 days we were there. For older travellers who have not been there before and would like to see more of the country's natural attractions than its city life, our itinerary is one that I can highly

Latest Article

A photograph of a person wearing a full white protective suit, including a hood and mask, standing next to another person who is wearing a blue face mask. They appear to be in a clinical or laboratory setting.