



# IGA MOTYLSKA

## SPECIALIST COPYWRITER JOURNALIST • SUB-EDITOR

I am a **senior, SEO-savvy journalist** and an **award-winning conceptual copywriter** with a **Master's in Journalism**, a **Certificate in Advanced Sub-editing**, and over **13 years** of media, public relations and agency experience.

I tell authentic, first-person narratives based on in-depth interviews and research. My experience spans across numerous sectors. My journalism byline has appeared in **over 70 publications**, on topics ranging from entrepreneurship and exponential technologies to conservation and sustainability, and how it relates to agriculture and travel.

As a senior conceptual copywriter, I have worked in various content creation roles on **ATL and BTL**, as well as **B2B and B2C campaigns** that required everything from **ghost-written thought leadership** articles, **opinion editorials** and **script writing** to **consumer blogs** and activations as well as **social media campaigns**. My experience spans across **numerous sectors and industries** from financial services and food and beverage to health and wellness, as well as travel and tourism.

Read my **published media articles**, stalk me on **LinkedIn profile** and my **personal website**. I've contributed to two Fodor's guidebooks on **South Africa** and **Namibia**, while **Eager Journeys** is my travel blog. Sine 2018, I have been interviewed on a **weekly travel feature** on Talk Radio 702, Cape Talk and 94.7.

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# AWARD-WINNING STUFF



As the sole writer and researcher on the Tiger Brands' EWLW State of Nutrition in South Africa 2021 and 2020 reports, my work won two awards at the **African Sabres Awards 2022:**

- **Best Public Education Campaign**
- **Food and Beverage category**

The campaign required independent quantitative research and interviewing dietitians, nutritionists, and sustainability officers to produce **ghost-written articles and data-driven content.**

Download the 78-page educational consumer report [here](#).





# HOW TO 'PORTION-SIZE' YOUR DINNER PLATE

Every meal should consist of a variety of foods from different food groups, and in recommended portion-controlled amounts.

### Vegetable swap outs

Where possible, a single portion of vegetables should include two servings. If it is one serving, eat two each vegetable of different colors.

**Mix and match these vegetables:**

- 1/2 cup of wilted spinach OR
- 1/2 cup of cooked green beans OR
- 1/2 cup of steamed cauliflower OR
- 1/2 cup of steamed broccoli OR
- 1/2 cup of cooked pumpkin/squash OR
- 1/2 cup of cooked carrots OR
- 1/2 cup of KDO beetroot OR
- 1 cup of green salad

### Protein swap outs

**Did you know:** It's healthier to choose LITE versions of canned foods, as these contain less sugar and salt.

### Legumes swap outs

- 1/2 cup of baked beans in tomato sauce LITE OR
- 1/2 cup of chickpeas OR
- 1/2 cup of flour bean risi OR
- 1/2 cup of speckled sugar beans OR
- 1/2 cup of butter beans OR
- 1/2 cup of black beans OR
- 1/2 cup of red kidney beans

### Carbohydrate swap outs

- 1 slice of brown/high-fibre bread OR
- 1/2 cup of cooked medium-grain rice OR
- 1 medium size potato OR
- 1 medium size sweet potato OR
- Baked potato (weighty maida base)
- 1 medium size potato OR
- 1/2 cup of cooked brown-high-fibre pasta OR
- 1/2 cup of cooked brown rice

### Did you know: You should try to eat at least three vegetables and two fruits daily.

## PACKED WITH GOODNESS

Here are some mix-and-match examples of how to pack a balanced, portion-controlled lunchbox for your children's lunch time. These portions should be according to your child's port sized hand sizes.

### Grains (1 serving)

1 serving =

- 1 slice of wholewheat/high fibre bread OR
- 1 cup of wholewheat OR
- 1 cup of wholewheat pasta OR
- 1/2 cup of wholewheat

### Protein (1 serving)

1 serving =

- 2 tablespoons of animal protein OR
- 1/2 cup of lean meat OR
- 1/2 cup of lean fish OR
- 1/2 cup of cooked beans OR
- 2 hard-boiled eggs

### Vegetables (2 servings)

1 serving =

- 1 cup of salad OR
- 1 cup of cooked/steamed vegetables

### Dairy (1 serving)

1 serving =

- 1/2 cup of milk OR
- 1/2 cup of yogurt OR
- 1 slice of low fat milk OR
- 1 slice of milk OR
- 1 tablespoon of cheese

### Snacks (1 serving)

1 serving =

- 1/2 handful of nuts OR
- 1/2 handful of seeds OR
- 1 handful of unsalted nuts

### Fruit (1 serving)

1 serving =

- 1 medium-sized fruit OR
- 1/2 cup of a large fruit OR
- 1 cup of fruit salad

### Water

Drink water as recommended by your doctor

[illegible]



# EAT THE RAINBOW

Eating a 'rain-bow' of fruit and vegetables in a variety of colours helps our bodies get enough vitamins, minerals, nutrients and fibre.

## Orange and yellow fruits and vegetables

are full of carotenoids that keep our eyes healthy



## Purple and blue fruits and vegetables

contain antioxidant properties that reduce the risks of cancer, strokes and heart disease



## Red fruits and vegetables

contain antioxidants which lower the risk of cancer and improve heart health.



## Green fruits and vegetables

contain phytochemicals which contain anti-cancer properties.



## Brown and white fruits and vegetables

contain anti-inflammatory properties for our general health and wellbeing.



## 5 a day

- Aim to eat at least five portions of fruit and vegetables daily
- One medium-sized fruit = one portion of fruit
- One slice of large-stemmed fruit = one portion of fruit
- One cupped hand of cooked vegetables = one portion of vegetables
- One cup of raw vegetables/salad = one portion of vegetables

### Did you know?

Eat Well Live Well found that the average South African does not eat sufficient amounts of fruits and vegetables daily.

Download the EWLW  
'Be Portion Wise'  
hand book **here**.

# DEMYSTIFYING PORTION CONTROL

## 1 Single serving VS Portion?

A single single-serving is the standardised amount of a certain food that we should eat in one sitting based on its nutrient values. This is a guide on how much of a certain food you should eat to ensure you don't eat too much salt, sugar or melted fats in one go. Serving sizes also make it easier to compare the caloric intake of similar foods. Meanwhile, a portion is the amount of food we actually eat.

**SERVING**  
1/2 cup cooked vegetables  
OR 1 cup raw vegetables  
= 1 SERVING

## 2 How to eat the correct portion size at restaurants?

Food and drinks portions at restaurants, takeaways and shown in advertising is often larger than recommended meal portions. Fast food franchises offer oversized "value" meals and encourage multiple refills. If we're presented with a smaller and a bigger portion, we're more likely to choose the bigger portion, especially if the price difference is small. While bigger portions may seem more appealing and affordable, regularly overeating may predispose you to lifestyle diseases.

Use smaller plates and serving utensils at all-you-can-eat buffets and restaurants to avoid portion distortion. Choose half portions instead of full portions, or share full portions with others. Ask for your drink, especially cold drinks and juices, to be served in a smaller glass to decrease your sugar consumption. Take home any leftovers you can't finish in a doggie bag.

## 3 What to do if you're still hungry after eating a portion-controlled meal?

It takes a little bit of time for your brain to receive signals from your stomach that you are full. If you're still feeling hungry, wait for at least 30 minutes before reaching for seconds. When eating seconds, choose more low starch vegetables, such as tomatoes, cucumbers, peppers, carrots, mushrooms and celery.

## 4 How do portions differ between individuals?

Portions and caloric intake are determined based on a number of factors, such as gender, age, and physical activity – this is something that a dietitian or a nutritionist can guide you on. Young children, smaller individuals and those who do not exercise a lot require smaller portions or fewer calories throughout the day. From the age of 12, children can begin to eat larger portions.





recovery,  
nutrition

### Nutrition during cancer treatment and beyond

It's Breast Cancer Awareness Month and we're looking at how adequate nourishment can help the body heal. Kim Hofmann, Registered Dietitian and Virgin Active's expert on nutrition, delves into how ...

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cross training,  
exercise,  
personal training

### Cross training your way to success

Billy Khumalo, one of the members of our panel of experts and a Personal Trainer at Virgin Active Morningside, always recommends cross training to his clients. Here's why he believes it's so ...

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I interviewed Virgin Active's panel of experts to create ongoing **advertorial and editorial content** on health, wellness, exercise, diet and overall wellbeing.



Our team

### Meet the experts

At Virgin Active, we work with an amazing panel of experts who are leaders in their fields to bring you the very best when it comes to health and fitness. This Women's month, we'll be bringing you ...

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women,  
kids

### Encouraging girls to develop a love for physical activity

Benefits, barriers and tips to change behaviour by Dr Eileen Africa

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cross training,  
exercise,  
personal training,  
recovery

### Avoiding repetitive strain and overuse injuries

Dr Adrian Rotunno, SEM physician and a Virgin Active expert advisor, shares the lowdown on avoiding repetitive strain and overuse injuries.

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Read my media articles and blog posts for Virgin Active **here**.

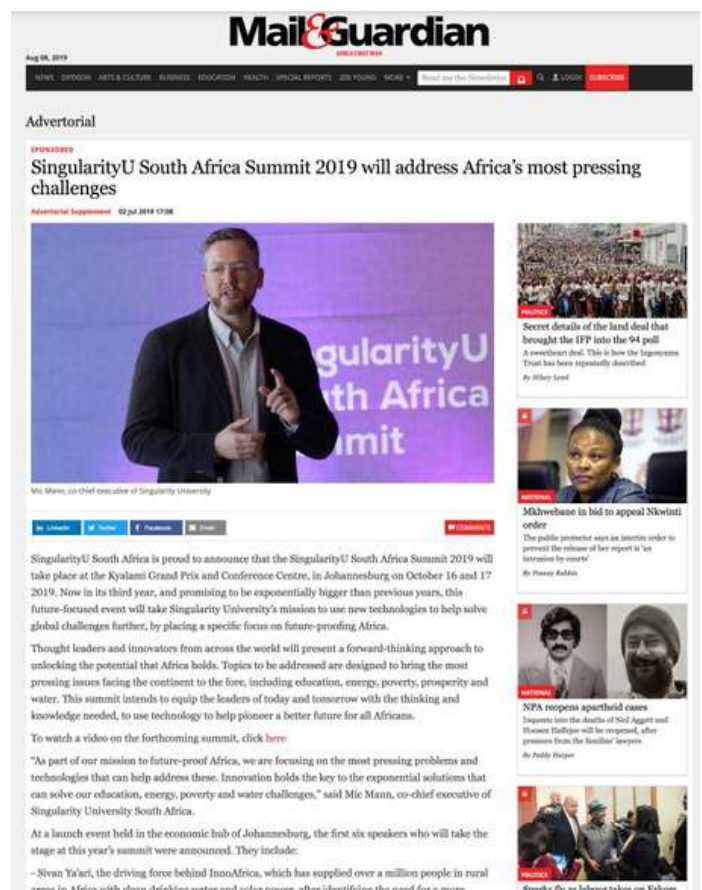


Permalancing for Mann Made Media (for four years) has seen me work as the content creator and copywriter for the **SingularityU South Africa Summit**. SUSAs aims to #futureproofAfrica, while encouraging government officials, entrepreneurs, C-suite executives and students to solve the world's grand challenges by embracing exponential technologies. This annual summit equips delegates with an innovative mindset and skills to create an abundant future.

I have worked on everything from SUSAs **editorial** and **advertorial** content to the conference booklets handed out to delegates, website and social media copy, newsletters and SUSAs **faculty biographies**. My role also saw me research and write the two-day conference show scripts for the MC, keynote speaker, speakers and moderators.

I have penned **press releases** and **ghost-written thought leader articles** for paid and organic media placement, as well as for SUSAs owned platforms. The project also required me to research and script the first season of the **Exponential Africa** video series.

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# SCRIPT WRITING

You name it, I'll script it. I've written scripts for TV commercials and radio adverts, podcast series, YouTube video series, launch events, two-day conferences, keynote addresses, and e-learning courses. I also do voice over work.



## SAPPO Selekt

I was the editorial lead (researcher, interviewer, scriptwriter and copywriter) on **Season 1** and **Season 2** of the 14-part SAPPO Selekt video series.

## SingularityU South Africa

- SingularityU South Africa Summit (MC's and speakers' notes for two-day conference and firesides chats)
- **Season 1** of the SUSA Exponential Africa video series



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## Liberty Group

- 8-part financially-fit podcast series ft. Bruce Whitfield, Sam Beckbessinger and Maya Fisher-French
- Learning videos
- TVCs & radio adverts

# FINANCIAL & FINTECH WRITING

I've conducted interviews and research across Africa for white papers and sponsored content on behalf of Forbes USA ([here](#) and [here](#)).

[When pigs fly \(with digital passports\)](#) for Porcus Prime Cuts

[Article about negotiating in a flat economy](#) for SLOW in the city

Six-part article series about sustainable investment for MIRIS green bonds: [Article 1](#), [Article 2](#), [Article 3](#), [Article 4](#), [Article 5](#), [Article 6](#)

[Article](#): Are we fishing for trouble: On the economics of our oceans

[Business advice listicles](#): 6 Business myths you need to get over

[Article](#): 7 ways to leapfrog your business from 0 to 1

[Article](#): How FinTech is changing the face of banking

[Article](#): Myths about the blockchain and cryptocurrencies

[Article](#): Why more is more with diversification

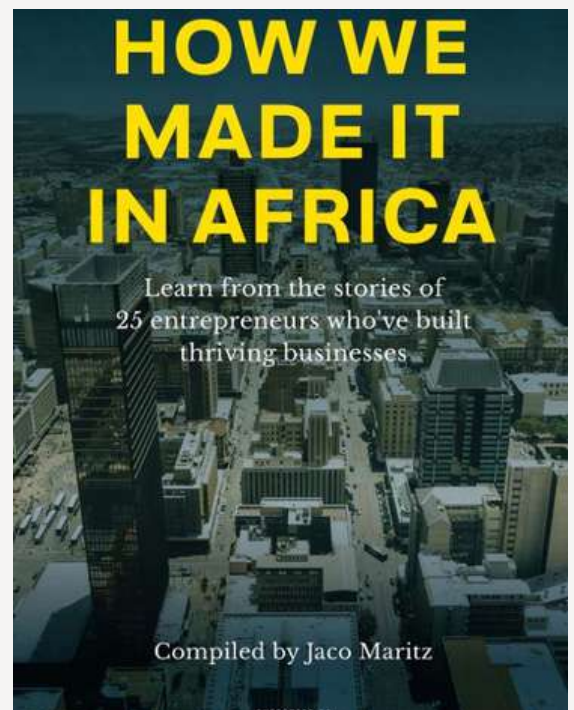
[Article](#): Looking for the next Bitcoin?

I contributed a chapter to the '[How we made it in Africa](#)' book about Kenyan entrepreneur Navalayo Osembo who founded Enda Athletic.

My ongoing research and writing on business and entrepreneurship across Africa has been referenced in the academic textbook by Routledge '[Entrepreneurship in Africa: Context and Perspectives](#)'.



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**BusinessDay**

**financialmail**

**JS**  
MAGAZINE

**Sunday Times**

**Mail & Guardian**  
AFRICA'S BEST READ

PUBLICATIONS



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