

Skhumbuzo Tuswa

- Age: 26 | ID: 9103055373081
- Languages: English | Isizulu | IsiXhosa | SeSotho | Afrikaans | Português
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A. Career Experience:

Portfolio: <https://skhumbuzo.journoportfolio.com/>

1. Native VML Johannesburg - Content Copywriter (03.10.2016 – Present)

Native is part of the WPP-owned VML Group. The agency's Johannesburg office is split up into four business units, I work in one that's focused primarily on FMCG brands.

Brands I work on include:

- Nike
- Amstel
- Nedbank
- Edgars
- Kit Kat, Bar One, Smarties, Aero
- Doritos, Simba
- Colgate

2. Just Perfect – Social Media Marketer (03.03.2016 – 30.09.2016)

Just Perfect and its sister company and client i-Pay operate as separate companies in the same offices in Rivonia. Just Perfect services several startups, with the agency's vision being to become a strategic digital partner to fast-growing small to medium enterprises.

Highlights:

- I gained valuable experience on technical aspects of social media. We used Facebook Insights data to inform what content needs to be created.
- I also learned the basics of advertising on Facebook and Instagram using Business Manager.
- Passed my Google Video Advertising exam.
- Writing long-form articles based on SEO keywords.

3. Cashtime Life Records – Freelance Social Media Strategist (01.01.2016 – 31.05.2016)

Cashtime Life Records is home to some of South Africa's biggest hip hop artists. The label's lead artist and co-owner, K.O., has won several awards and also performed at the

SXSW conference in the USA earlier this year. The label gave me a rare opportunity to craft campaigns with major influencers in the online space.

Campaign highlights during my stay:

- [Ding Dong Challenge](#)
- [Cashtime Naked Truth](#)

4. Quirk Johannesburg – Copywriter (17.11.2014 – 29.02.2016)

Creating content for local and international brands. This includes writing monthly social media content plans, website copy, blog articles, scripts, promoted posts, ads and other content as necessary.

Brands I've worked on include:

- McDonald's
- Durex
- Airtel
- The South African Breweries (SAB) Brand
- Dettol
- Sasol

5. Sun International – Digital Marketing Coordinator (01.05.2014 – 31.10.2014)

Directly assisting the Digital Traffic Manager process digital briefs from Sun International properties and coordinating support activities for the Digital Marketing department.

Skills:

- Sharepoint: Sharing content online using a corporate Content Management System.
- Radian6: Using social media monitoring software to assist the Online Reputation Specialist generate reports for Sun International properties.
- Copywriting: Editing briefs about events, specials and promotions taking place at Sun International properties to improve their quality and consistency.

5. Voice of Wits FM (Wits Campus Radio Station)

(01.04.2013 – 31.10.2016) Position: Marketing Assistant – coordinating VOW FM marketing activities and controlling their implementation.

Skills:

- Creating copy for scripts and recording audio for station competitions and promotions
- Editing and mastering audio clips on Adobe Audition

- Identify and pursue opportunities to grow the station’s brand; creating relationships with prospective advertisers; formulating PR strategies for the station

3. Bambisana Media Consortium

(03.02.14 – 30.08.14) Features Writer for IMBO Magazine

Skills:

- Planning content and direction for future issues
- Researching and writing articles according to briefs

B. Education

1. Digital Analytics Certificate (School of Red & Yellow, 2016) - Completed
2. Google AdWords Certificate (Google, 2016) - Completed
3. Digital Marketing (School of Red & Yellow, 2015) – [Completed](#)
4. Sales and Marketing Certificate (Rosebank College, 2011) - Completed

C. References

Companies:	Personnel	Contacts
Quirk Jozi	Paul Binikos - MD	011 804 6608 paul.binikos@quirk.biz
Cashtime Life Records	Thabiso Khati – Founder & CEO	082 886 2259 thabiso@cashtimelife.com
Sun International – Head Office	Ronel du Preez – Digital Marketing Manager	011 780 7296 ronel.dpreez@suninternational.com
Voice of Wits FM	Michael Smurthwaite - Station Manager	011 717 4736 lucky@vowfm.co.za
IMBO Magazine	Gugu Madlala – Publisher	082 593 3973