

# Ziyanda Maseko

SENIOR COPYWRITER | CONTENT STRATEGIST | DIGITAL STORYTELLER

Cape Town, South Africa

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The Industry Lens Blog: <https://www.theindustrylens.blog/>

## PROFILE

Strategic Content Marketing Professional with 15+ years of experience creating data-driven, high-converting content across global B2B and B2C brands. Expert in transforming complex business concepts into accessible narratives that drive measurable results through SEO optimization, email marketing, and thought leadership. Proven track record of increasing organic traffic and improving conversion rates. Known for evidence-based content strategy, superior research capabilities, and working with cross-functional teams of 5-15 members.

## CORE COMPETENCIES

- **Content Strategy & Marketing:** Content Marketing | SEO Optimization | B2B Marketing | Lead Generation | Email Marketing | Marketing Automation | Customer Journey Mapping | Conversion Rate Optimization
- **Digital Marketing:** Growth Marketing | Marketing Qualified Leads (MQLs) | Customer Acquisition Cost (CAC) | Marketing Funnel Optimization | Social Media Strategy | Google Ads | Performance Analytics
- **Content Creation:** Thought Leadership | Brand Storytelling | UX Writing | Technical Writing | Long-form Content | Blog Strategy | Editorial Calendar Management | Cross-platform Content Adaptation
- **Business Intelligence:** Data-Driven Content | Market Research | Competitive Analysis | A/B Testing | Performance Metrics | ROI Measurement | Business Process Optimization

## TECHNICAL PROFICIENCIES

- **Content Management Systems:** WordPress | HubSpot | Wix Studio | Ghost | Squarespace | Shopify

- **Analytics & SEO Tools:** Google Analytics 4 | Google Search Console | SEMrush | Ahrefs | Google Trends | Answer The Public
- **Email Marketing & Social Media Platforms:** Mailchimp | ConvertKit | ActiveCampaign | HubSpot | Klaviyo | LinkedIn Campaign Manager | Facebook | Instagram | X
- **Design & Multimedia:** Figma | Canva | Adobe Creative Suite | Loom | Vimeo
- **Project Management & Collaboration:** Asana | Slack | Notion | Monday.com | ClickUp | Jira | Microsoft Teams | Zoom | Google Workspace
- **Marketing Automation & CRM:** HubSpot | Marketo | Pardot | Zapier | ActiveCampaign | Salesforce
- **Content Research & Survey Tools:** SurveyMonkey | Google Trends | Answer The Public
- **AI Writing & Editing Tools:** ChatGPT/Claude (AI Writing) | Jasper | Copy.ai | Grammarly Business | Hemingway Editor

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

**Google Ads Search Certification** – Google Skillshop

**Email Marketing Certification** – HubSpot Academy

**Content Marketing Strategy** – Advanced Coursework

**SEO & Analytics** – Ongoing Professional Development

## WORK EXPERIENCE

### Senior Content Strategist & Ghostwriter (Freelance)

Jun 2024 - Present

- Authored 50+ thought leadership articles, ebooks, and white papers that consistently ranked in top 10 search results for high-competition keywords, driving 40% increase in organic traffic for B2B SaaS clients
- Developed evidence-based content frameworks utilizing primary research, government data, and peer-reviewed studies to establish client authority in competitive markets
- Managed content budgets up to \$75K annually while collaborating with cross-functional teams of 5-12 stakeholders including CMOs, product managers, and sales teams
- Implemented data-driven content strategies that improved lead generation by 35% and reduced customer acquisition costs by 20% across multiple client portfolios

- Specialized in contrarian business analysis, exposing gaps between conventional wisdom and measurable outcomes through superior sourcing and analytical frameworks

## **Digital Marketing Copywriter | Skylum Software**

Remote (Kyiv HQ) | Jun 2023 – Jun 2024

- Drove revenue through data-led email marketing campaigns for Luminar Neo photo editor, achieving high click-through rates
- Developed comprehensive SEO content strategy resulting in increased organic traffic and first-page rankings for 15+ high-value keywords within 6 months
- Created conversion-optimized product launch campaigns across 3 major releases, contributing to significant increase in qualified lead generation and improvement in trial-to-paid conversion rates
- Strengthened brand voice across social media channels, achieving increased follower growth and engagement rate improvement through strategic content
- Collaborated with international development teams across 4 time zones to ensure consistent messaging and brand compliance

## **Senior Content Marketing Specialist | TOA Global**

Remote (Cape Town, South Africa) | Aug 2022 – Apr 2023

- Translated complex financial services concepts into accessible B2B content, reducing bounce rates and increasing average session duration across multiple platforms
- Orchestrated integrated content strategy for 3 major product launches, managing cross-departmental collaboration with sales, product, and customer success teams
- Produced data-driven market analysis reports that influenced C-suite strategic decisions and contributed to increase in qualified pipeline generation
- Developed customer success case studies and ROI calculators that shortened sales cycles by an average of 18 days
- Implemented content performance tracking systems using Google Analytics 4 and HubSpot, providing monthly reporting to executive leadership

## **Content Marketing Strategist | Career Karma**

Remote (California, USA) | Aug 2022 – Dec 2022

- Created comprehensive career guidance content strategy targeting adult learners, resulting in 25% increase in organic traffic and 20% improvement in user engagement metrics
- Developed SEO-optimized educational content covering technology careers, bootcamp reviews, and industry analysis, ranking on page 1 for 20+ high-volume keywords
- Collaborated with career coaches and industry experts to produce authoritative content that established platform credibility in competitive ed-tech market

- Implemented content performance optimization protocols that improved conversion rates from blog to course enrollment by 12%

## **Senior Content Developer | The Content Station**

Remote (Cape Town, South Africa) | Apr 2022 – Jun 2022

- Created curriculum-aligned educational content for Latin American international schools, incorporating UN Sustainable Development Goals framework
- Developed multilingual content adaptation strategies ensuring cultural relevance across diverse markets
- Managed content production timelines for 50+ educational modules while maintaining quality standards and client specifications

## **Script Editor & Content Specialist | Pixelogic Media**

Remote (Cape Town, South Africa) | Feb 2022 – Aug 2022

- Edited film and television scripts for major streaming platforms including Netflix, Amazon Prime, and Disney+, ensuring cultural authenticity and tonal consistency
- Collaborated with international production teams to adapt content for global audiences while maintaining creative integrity
- Managed concurrent projects across multiple time zones, consistently meeting tight production deadlines

## **Digital Marketing Manager | One to One Children's Fund**

Remote (Cape Town, South Africa) | Jan 2022 – Jun 2022

- Developed integrated fundraising content strategy across email, social media, and web platforms, increasing donor engagement by 25% and average donation size by 18%
- Created compelling storytelling campaigns highlighting program impact, resulting in 30% increase in recurring monthly donations
- Implemented donor segmentation strategies that improved email open rates by 22% and click-through rates by 15%

## **English Language Instructor | Apollo English**

Ha Noi, Vietnam | Jan 2021 – Jan 2022

- Delivered engaging curriculum to diverse adult learners using multimedia content and interactive teaching methods, achieving 15% improvement in student performance metrics
- Developed customized lesson plans incorporating business English and professional communication skills
- Created supplementary learning materials that improved student retention rates by 20%

## **E-commerce Content Manager | SmartOSC**

Ha Noi, Vietnam | Mar 2020 – Nov 2020

- Led comprehensive content strategy for multiple e-commerce platforms, driving increase in online sales through strategic content marketing and product optimization
- Developed conversion-focused product descriptions and category pages that improved search rankings and user experience
- Collaborated with development and design teams to implement content management best practices

## **International English Instructor | Global English School**

Matsusaka, Japan | Jul 2019 – Dec 2019

- Facilitated immersive English language programs for students aged 5-65, customizing curriculum and teaching materials for diverse learning styles
- Developed cultural exchange programs that enhanced student engagement and learning outcomes
- Created multimedia learning resources that improved student comprehension and retention

## **Investigative Journalist & Content Creator (Freelance)**

Dec 2009 – Jan 2018

- Investigated and reported on socio-political issues for national media outlets and international NGOs, including collaborative campaigns with UNFPA
- Produced in-depth investigative pieces on government policy, social justice, and economic development across Southern Africa
- Created multimedia content for entertainment industry coverage including celebrity interviews, film reviews, and cultural commentary
- Developed content partnerships with major media brands, consistently meeting editorial deadlines and quality standards

## **EDUCATION**

Bachelor of Arts (Honours) English Literary Studies | Rhodes University | 2017-2018

- **Relevant Coursework:** Advanced Rhetoric, Media Theory, Research Methodology

Bachelor of Arts English & Psychology | Rhodes University | 2015-2017

- **Relevant Coursework:** Consumer Psychology, Communication Theory, Statistical Analysis, Research Design

Associate's Degree in Journalism, Media & Communications | Limkokwing University |  
2011-2014

- **Specialization:** Digital Media and Strategic Communication
- **Capstone Project:** "Social Media Impact on Traditional Journalism"

## LANGUAGES & CULTURAL COMPETENCIES

- **Languages:** English (Native) | isiXhosa (Fluent)
- **Cultural Intelligence:** Cross-cultural Communication | International Market Adaptation | Global Content Localization
- **Regional Expertise:** Sub-Saharan Africa | Southeast Asia | Asia Pacific | North American Markets

## PROFESSIONAL ACHIEVEMENTS

- **Content Performance:** Generated 2M+ organic page views across client portfolios with 85% of content ranking on page 1 for target keywords
- **Content Production:** Authored 650+ articles, reports, and thought leadership pieces over 5-year period, maintaining consistent quality standards and publication schedules
- **Revenue Impact:** Contributed to \$5M+ in attributable revenue through strategic content marketing and conversion optimization
- **Collaboration:** Worked with cross-functional content teams of up to 15 members across multiple time zones and cultural contexts
- **Industry Recognition:** Featured thought leadership content referenced by industry publications and cited in business strategy reports
- **Client Retention:** Maintained 95% client satisfaction rate with average engagement period of 18+ months for freelance partnerships