

ZIYANDA MASEKO

COPYWRITER | EDITOR



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EDUCATION

Bachelor of Arts with Honours in English Language and Literature

RHODES UNIVERSITY
2018 – 2019

Bachelor of Arts in English and Psychology

RHODES UNIVERSITY
2015 – 2017

Associate Degree in Journalism and Media

Limkokwing University of Creative
Technology
2011 - 2014

SUMMARY

With over 14 years of industry experience, I'm a seasoned copywriter and editor with a proven track record of delivering impactful content. Passionate about crafting compelling narratives and engaging audiences, I thrive in dynamic environments where creativity and strategic thinking converge to drive results.

EXPERIENCE


COPYWRITER | SKYLUM


Kyiv, Ukraine

- Develop captivating copy for Luminar Neo, focusing on clear communication of product features and benefits across various marketing channels.
- Collaborate closely with cross-functional teams to align content with brand voice and marketing strategy, ensuring consistency and effectiveness in messaging.
- Drive user engagement and conversion through compelling email marketing campaigns, website copy, social media content, and other promotional materials.
- Conduct in-depth research to stay updated on industry trends, competitor activities, and customer preferences, informing content creation and optimization efforts.
- Optimize content for search engines (SEO) to enhance visibility and reach, contributing to increased traffic and conversions on digital platforms.
- Analyze content performance metrics to evaluate effectiveness and identify areas for improvement, iterating on content strategies to maximize results.
- Cultivate a deep understanding of Luminar Neo's target audience and market dynamics, informing strategic decisions and content development initiatives.

SKILLS

 **Marketing Communications & Branding**

 **Content Creation, Editing & Proofreading**

 **Advertising Copy & Conversion Optimization**


 **Digital Marketing & Content Strategy**

 **Email Marketing & Social Media Marketing**

 **Content Management Systems Proficiency**

 **SEO Expertise**


 **SaaS Industry Knowledge**

 **Financial Writing & Compliance**

 **Research & Analysis**

 **Technical Writing**

 **Client Management & Collaboration**

 **Creativity, Adaptability & Resourcefulness**

SENIOR COPYWRITER | TOA GLOBAL

Cape Town, South Africa

- Developed tailored content for outsourcing and offshoring financial institutions to educate and inform audiences on financial concepts, products, and services.
- Launched new business features through user guides, blog posts, landing pages, newsletters, videos, and email marketing campaigns.
- Contributed to content strategy for all customer-facing elements, spanning owned and earned media.
- Collaborated with marketing and partnership teams to achieve KPI goals and improve processes.
- Worked with global teams, stakeholders, and designers to drive product adoption through new initiatives and communication channels.

SEO COPYWRITER | CAREER KARMA

California, U.S.

- Created valuable career advice content for job seekers in various industries and roles.
- Crafted engaging and informative articles to inspire readers in their career development.
- Collaborated with cross-functional teams to align content with marketing strategy and brand voice.
- Utilized SEO techniques to optimize content for search engines, boosting visibility and traffic.
- Analyzed content performance metrics (engagement, conversions, traffic) to assess effectiveness.
- Effectively communicated complex information to diverse audiences in a clear and concise manner.

CREATIVE COPYWRITER | ONE TO ONE CHILDREN'S FUND

Cape Town, South Africa

- Conceptualized and crafted creative and persuasive copy to attract donors and secure support to enhance the well-being of vulnerable children in underserved communities.
- Developed compelling narratives and messaging that effectively communicated the organization's mission, programs, and impact to diverse audiences, including donors, volunteers, and community partners.
- Created engaging and resonant content for various channels.
- Collaborated closely with the marketing and communications team to ensure consistency in brand voice and messaging across all platforms and materials.
- Leveraged storytelling techniques and creative approaches to connect with readers and inspire action in support of the organization's cause.

REFERENCES

- **Carla Dos Santos**
Industrial Psychologist -
Professional Development &
Leadership Coach

IOP Independent Practice

(+268) 7645 0451

dossantosc7@gmail.com
 - **Kerry Burns**
Digital Marketing Specialist

Founding Partner at Sproute
Digital Marketing Agency

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 - **Isolde Amante**
Senior Copywriter

TOA Global

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CONTENT MARKETING EXECUTIVE | SmartOSC

Hanoi, Vietnam

- Developed and implemented comprehensive content marketing strategies, specializing in e-commerce platforms.
- Crafted compelling product descriptions, web copy, and sales collateral to communicate the unique features and benefits of SaaS solutions, effectively driving customer acquisition and retention.
- Developed engaging case studies and white papers, showcasing real-world examples of how SaaS products improved efficiency, cost savings, and productivity for clients.
- Collaborated with product managers and subject matter experts to translate technical specifications into user-friendly, persuasive copy that resonated with the target audience.
- Conducted thorough research to identify industry trends, customer pain points, and keywords to inform content creation and ensure alignment with target audience interests and needs.
- Collaborated with cross-functional teams, including marketing, design, and development, to develop content that supported marketing campaigns, product launches, and lead generation initiatives.
- Managed and maintained the company's blog and content calendar, ensuring a consistent flow of relevant and valuable content to engage and educate the target audience.
- Monitored content performance metrics, such as website traffic, engagement rates, and lead conversions, and used data-driven insights to refine content strategies and improve marketing outcomes.
- Leveraged various content distribution channels, including social media platforms, email newsletters, and industry publications, to amplify content reach and engage with target audiences.
- Implemented marketing automation tools and techniques to streamline content distribution processes and nurture leads throughout the customer journey.

FREELANCE JOURNALIST

Mbabane, Eswatini

- Collaborated with nonprofit organizations such as UNFPA on international campaigns.
- Conducted in-depth research and interviews to gather accurate and relevant information for news articles and feature stories.
- Developed engaging story ideas, covering a wide range of topics, including current events, human interest stories, industry trends, and cultural issues.
- Collaborated with editors and publications to meet deadlines, address feedback, and ensure the timely delivery of high-quality content.
- Utilized multimedia elements, such as photographs, videos, and infographics, to enhance storytelling and engage readers.
- Demonstrated strong communication skills and the ability to work independently, meet deadlines, and adapt to changing priorities in a fast-paced and dynamic environment.

EDITOR | PIXELOGIC MEDIA

Cape Town, South Africa

- Reviewed, edited, and ensured linguistic accuracy, grammatical correctness, and adherence to industry standards for English language content, including subtitles, captions, and scripts.
- Collaborated with localization teams, translators, and project managers to maintain consistency in terminology, style, and tone across all localized materials.
- Conducted quality assurance checks to verify synchronization of subtitles and captions with audiovisual content, ensuring compliance with client specifications and guidelines.
- Implemented and maintained style guides, glossaries, and reference materials for efficient and consistent editing processes.
- Stayed updated on industry trends, language developments, and client requirements for delivering high-quality and culturally appropriate content.
- Utilized subtitling software, content management platforms, and other tools to perform effective editing and quality control tasks.
- Adapted to fast-paced, deadline-driven environments, managing multiple projects simultaneously with keen attention to detail and meeting project milestones.

ENGLISH LANGUAGE TEACHER (TEFL)

Mie, Japan

- Taught students of varying English language proficiency levels: K-12, adult (private and group) lessons.
- Delivered engaging lessons using visuals, games, and textbooks to improve writing, speaking, and reading skills.
- Created and delivered high-impact lessons and activities to improve and promote confidence in language, vocabulary, phonics, and grammar.
- Utilized blended learning approaches by combining technology with traditional learning methods.