

# Ziyanda Maseko

Cape Town

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## Summary

COPYWRITER with 15+ years of experience across diverse industries. I transform complex ideas into compelling copy that captivates, connects, and converts. Digital storytelling, strategic content, and creative execution are my power-trio for turning ideas into impact.

## Skills

Digital Copywriting | Content Strategy | Creative Ideation | B2B Marketing | Customer Journey Mapping | E-Commerce | Google Ads | SEO | Social Media Marketing | Blogging | Communications

## Certifications

- Google Ads Search - Google Skillshop
- Email Marketing - HubSpot Academy

## Experience

***Copywriter (Contract) | Skylum | Kyiv, Ukraine***

***June 2023 – June 2024***

- Significantly increased user engagement and conversions for Luminar Neo photo editor through strategic, data-driven email campaigns.
- Expanded brand presence and cultivated a vibrant online community by developing compelling social media content.
- Improved organic search visibility and conversion rates through meticulous SEO optimisation of website copy.
- Authored highly engaging blog posts that broadened readership and enhanced product understanding.

- Proactively leveraged data analytics to identify key performance trends, enabling continuous improvement of content strategy and execution.

***Senior Copywriter (Contract) | TOA Global | Cape Town***

***08/2022 – 04/2023***

- Enhanced audience comprehension of complex financial topics by creating clear and accessible content across multiple platforms.
- Successfully launched impactful content marketing campaigns for new business features, driving engagement across key channels.
- Played a crucial role in shaping customer-facing content strategy, providing valuable insights that contributed to achieving key performance indicators.
- Strengthened collaboration with global teams to accelerate product adoption and maximise market penetration.

***Content Developer (Contract) | The Content Station | Cape Town***

***04/2022 – 06/2022***

- Created educational content for a 7-level American English program (CEFR A1-C1) for Latin American schools, in partnership with the University of Dayton Publishing.
- Integrated flipped and project-based learning, focusing on skill development for ages 12-18.
- Incorporated UN SDGs into lesson plans, emphasising global citizenship and inclusivity.
- Adapted content for diverse learning needs, promoting critical thinking and real-world application.

***SEO Copywriter (Contract) | Career Karma | California, U.S.A***

***02/2022 – 08/2022***

- Empowered job seekers by developing and curating practical and actionable career advice content.
- Crafted engaging articles that inspired career development and growth, driving increased organic traffic through strategic SEO implementation.
- Refined content effectiveness through detailed performance metric analysis and data-driven optimisation.

- Utilised analytical insights to improve overall content strategy results.

***Editor | Pixelogic Media | Cape Town***

***02/2022 – 08/2022***

- Ensured exceptional content quality by meticulously editing movie and TV scripts for clarity and consistency for Netflix, Prime, Disney, and major movie studios.
- Collaborated with translators and cultural consultants to maintain content integrity across diverse audiences.
- Implemented rigorous brand tone and style guidelines, enhancing the overall viewing experience.

***Creative Copywriter | One to One Children's Fund | Cape Town***

***01/2022 – 06/2022***

- Secured vital financial support for vulnerable children by crafting compelling and persuasive fundraising copy.
- Implemented a multi-channel content strategy that effectively increased donor engagement, utilising social media, email marketing, and website content to maximise impact.

***English Teacher | Apollo English | Ha Noi, Viet Nam***

***03/2021 – 01/2022***

- Facilitated effective language learning through the development and delivery of engaging lessons to diverse students.
- Adapted curricula to accommodate varying proficiency levels, resulting in improved student performance.
- Enhanced learning through multimedia integration and provided constructive feedback, contributing to increased student satisfaction.

***Content Marketing Executive | SmartOSC | Ha Noi, Viet Nam***

***03/2020 – 11/2020***

- Drove e-commerce growth through strategic content marketing initiatives that increased user engagement and sales.
- Crafted impactful product descriptions and sales collateral, enhancing conversion potential.
- Developed compelling case studies and white papers.
- Managed the company's blog and content calendar.

***English Teacher | Global English School | Matsusaka, Japan***

***07/2019 – 12/2019***

- Facilitated immersive English classes for diverse students.
- Customized lesson materials and activities.
- Integrated digital tools for engaging learning.
- Assessed student progress and provided feedback.

***Freelance Journalist***

***12/2009 – 01/2020***

- Delivered impactful news coverage through in-depth research and interviews on critical events.
- Collaborated with international organisations like UNFPA to drive global awareness and action on key issues.
- Developed compelling story ideas that informed public discourse on political and social developments.

## **Education**

**Bachelor of Arts with Honours in English Literary Studies**

*Rhodes University | 2017 – 2018*

**Bachelor of Arts in English and Psychology**

*Rhodes University | 2015 – 2017*

**Associate's Degree in Journalism, Media, Communications**

*Limkokwing University of Creative Technology | 2011 – 2014*