

Ziyanda Maseko

SENIOR COPYWRITER | CONTENT STRATEGIST | DIGITAL STORYTELLER

Cape Town, South Africa

Email: ziyanda.maseko@outlook.com

LinkedIn: <https://www.linkedin.com/in/ziyanda-maseko>

Portfolio: www.ziyandamaseko.com

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

PROFILE

I'm a strategic content marketer who helps B2B SaaS and fintech companies translate complex concepts into accessible copy. I specialize in creating content that drives organic growth through SEO-optimized articles, thought leadership pieces, social media marketing, and video scripts. I build editorial frameworks that ensure consistent quality and deliver measurable business impact across diverse technical industries.

My approach is research-driven and systematic because great content starts with asking the right questions: Who am I writing for? What story is being told? Why should the reader care? How does this solve their problem?

CORE COMPETENCIES

- **Specialized Industries:** Cryptocurrency & Blockchain | Fintech | Regulatory Compliance Content | B2B SaaS | AI/ML Technology
- **Content Strategy & Marketing:** SEO Optimization | B2B Marketing | Email Marketing & Campaign Development | Editorial Framework Development | Conversion Rate Optimization | Social Media Strategy
- **Content Creation:** Technical Writing | Video Script Writing | Regulatory Compliance Writing | LinkedIn Ghostwriting | Social Media Content Creation | Ad Copywriting (Google Ads, PPC) | Email Campaign Copywriting | SME Interviewing & Knowledge Extraction | Brand Storytelling

- **Tools & Platforms:** Google Analytics 4 | Google Search Console | SEMrush | Ahrefs | HubSpot | WordPress | Mailchimp | ConvertKit | ActiveCampaign | LinkedIn Campaign Manager | Facebook Ads Manager | Google Ads | Figma | Slack | Notion

WORK EXPERIENCE

Senior Content Strategist & Ghostwriter

Remote | Freelance | Jun 2024 – Present

- Leading The Industry Lens (theindustrylens.blog), an independent strategic business publication, while ghostwriting thought leadership content for crypto and fintech executives and producing articles, ebooks, and white papers for B2B SaaS clients that consistently achieve high search rankings
 - Develop editorial frameworks and quality control protocols that maintain brand voice consistency, regulatory accuracy, and production standards across case studies, thought leadership articles, promotional campaigns, and technical explainers
 - Manage concurrent production workflows across multiple clients and project types with varying deadlines, complexity levels, and stakeholder requirements
 - Manage production workflows across multiple concurrent projects with varying deadlines and complexity levels
 - Author regulatory compliance content across 10+ jurisdictions, including Malta, Singapore, UAE, Estonia, Vietnam, Portugal, Germany, Switzerland, India, and the United States, collaborating with legal teams to ensure accuracy and jurisdictional alignment
 - Build evidence-based content frameworks using primary research, verified data, and peer-reviewed studies, translating complex blockchain, DeFi, and technical concepts into accessible content for non-technical audiences
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Digital Marketing Copywriter | Skylum Software

Remote (Kyiv HQ) | Contract | Jun 2023 – Jun 2024

- Developed and executed email marketing campaigns for product launches, feature announcements, and customer retention, optimizing copy for creative professional audiences
- Created social media content across Instagram, Facebook, Twitter, and LinkedIn, maintaining consistent brand voice and driving audience engagement for brand's community

- Wrote conversion-focused ad copy for Google Ads and PPC campaigns, optimizing messaging for creative professionals and photography markets
 - Scripted product launch videos and tutorial content for AI-powered photo editing software, translating technical features into compelling narratives for creative professionals
 - Developed SEO content strategy targeting high-value keywords in creative software and photography markets
 - Created conversion-optimized product launch campaigns across major releases (landing pages, email sequences, social content)
 - Collaborated with international development teams across 4 time zones, ensuring consistent messaging and brand compliance
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Senior Content Marketing Specialist | TOA Global

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

- Created email marketing campaigns for fintech audiences, developing targeted messaging for customer acquisition, product education, and engagement
 - Developed and executed social media content across LinkedIn, Facebook, Twitter, and Instagram for fintech audiences, balancing educational value with brand positioning
 - Created video scripts for YouTube and social content, collaborating with video editors and motion designers to produce educational fintech content
 - Developed content strategy for major product launches, managing cross-departmental collaboration
 - Produced market analysis reports and customer success case studies supporting business development and sales enablement
 - Implemented content performance tracking using Google Analytics 4 and HubSpot
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Content Marketing Strategist | Career Karma

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

- Created comprehensive career guidance content strategy targeting adult learners in technology transitions
- Developed SEO-optimized content covering technology careers, bootcamp reviews, and industry analysis, achieving page-1 rankings for 20+ high-volume keywords

- Collaborated with career coaches and industry experts to establish platform credibility in ed-tech market
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Senior Content Developer | The Content Station

Remote (Cape Town, South Africa) | Contract | 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
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Script Editor & Content Specialist | Pixelogic Media

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

- Edited film and television scripts for Netflix, Amazon Prime, and Disney+, ensuring cultural authenticity and tonal consistency
 - Managed concurrent projects across multiple time zones, consistently meeting production deadlines
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Digital Marketing Manager | One to One Children's Fund

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

- Developed integrated fundraising content strategy across email, social media, and web platforms
 - Created storytelling campaigns highlighting program impact to support fundraising objectives
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English Language Instructor | Apollo English

Ha Noi, Vietnam | Full-Time | Jan 2021 – Jan 2022

- Delivered curriculum to diverse adult learners, developing customized business English lesson plans
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E-commerce Content Manager | SmartOSC

Ha Noi, Vietnam | Contract | Mar 2020 – Nov 2020

- Led content strategy for multiple e-commerce platforms, developing conversion-focused product descriptions and category pages
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International English Instructor | Global English School

Matsusaka, Japan | Contract | Jul 2019 – Dec 2019

- Facilitated English language programs for students aged 5-65, customizing curriculum for diverse learning styles
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Investigative Journalist & Content Creator

Freelance | Dec 2009 – Jan 2018

- Investigated and reported on socio-political issues for national media outlets and international NGOs (UNFPA)
 - Produced investigative pieces on government policy, social justice, and economic development across Southern Africa
 - Created entertainment industry content, including celebrity interviews, film reviews, and cultural commentary
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EDUCATION

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

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

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

CERTIFICATIONS

Google Ads Search Certification – Google Skillshop

Email Marketing Certification – HubSpot Academy

Content Marketing Strategy – Advanced Coursework

LANGUAGES & EXPERTISE

- **Languages:** English (Native) | isiXhosa (Fluent)
 - **Regional Expertise:** Sub-Saharan Africa | Southeast Asia | Asia Pacific | North America | Europe
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KEY ACHIEVEMENTS

- **Rapid Domain Mastery:** Zero cryptocurrency knowledge to authoritative blockchain/fintech content in 3 months through structured SME collaboration and systematic research
- **Regulatory Content:** 20+ country-specific compliance articles requiring multi-jurisdictional research and legal team collaboration
- **Video Production:** 15+ product tutorial videos and launch campaigns for B2B SaaS and consumer software
- **Content Output:** 650+ articles, reports, and thought leadership pieces across B2B SaaS, fintech, crypto, ed-tech, and e-commerce