

# Ziyanda Maseko

## COPYWRITER | DIGITAL STORYTELLER

Cape Town, South Africa



[Email](#)



[Profile](#)



[Website](#)

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### PROFILE

Strategic Copywriter with 15+ years of experience creating clear, engaging, and accessible content across global brands and sectors. I specialize in turning complex ideas into accessible narratives that deliver results, whether through long-form reports, SEO content, email campaigns, or branded storytelling. Known for my sharp editorial eye, strong research skills, and ability to work independently or lead collaborative creative projects.

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### SKILLS

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| ■ Content Strategy & Copywriting | ■ B2B Marketing & Customer Journeys |
| ■ SEO, Blogging & Social Media   | ■ Google Ads & Email Marketing      |
| ■ Web Content & UX Writing       | ■ Project Management                |

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### CERTIFICATIONS

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

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### WORK EXPERIENCE

Ghostwriter (Freelance)

Jun 2024 - Present

- Writing articles, ebooks, and thought leadership pieces published under client bylines to generate views and increase engagement.
- Adapting tone of voice to match brand personas across platforms.
- Collaborating with clients to refine messaging and optimize for SEO, readability, and performance.

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Skylum Software | Remote (Kyiv HQ)

Copywriter (Contract)

Jun 2023 – Jun 2024

- Boosted engagement and conversions for Luminar Neo photo editor via data-led email campaigns.
  - Created SEO-optimised web copy and high-performing blog posts.
  - Strengthened brand voice across social media and community channels
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TOA Global | Remote (Cape Town, South Africa)

Senior Copywriter (Contract)

Aug 2022 – Apr 2023

- Enhanced audience comprehension of complex financial topics by creating clear and accessible content across multiple platforms.
  - Shaped strategy and content for major product launches.
  - Collaborated across departments to drive adoption and reach KPIs.
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Career Karma | Remote (California, USA)

SEO Copywriter (freelance)

Aug 2022 – Dec 2022

- Created curriculum-aligned content for Latin American schools.
  - Strategically incorporated UN SDGs into lesson plans to promote global citizenship.
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The Content Station | Remote (Cape Town, South Africa)

Content Developer (freelance)

Apr 2022 – Jun 2022

- Wrote actionable career guidance content.
  - Boosted organic traffic through SEO optimisation and performance analysis.
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Pixelogic Media | Remote (Cape Town, South Africa)

Editor (contract)

Feb 2022 – Aug 2022

- Edited film and TV scripts for Netflix, Prime, Disney, etc.
  - Ensured cultural relevance and tonal consistency.
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One to One Children's Fund | Remote (Cape Town, South Africa)

Creative Copywriter (freelance)

Jan 2022 – Jun 2022

- Developed fundraising copy and implemented a multi-channel content strategy that effectively increased donor engagement.
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Apollo English | Ha Noi, Viet Nam

English Teacher

Jan 2021 – Jan 2022

- Delivered engaging lessons for diverse learners using multimedia tools.
  - Adapted curricula to accommodate varying proficiency levels, resulting in improved student performance.
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SmartOSC | Ha Noi, Viet Nam

Content Marketing Executive

Mar 2020 – Nov 2020

- Led content strategy and drove e-commerce growth through strategic content marketing initiatives and campaigns.
  - Managed the company's blog and content calendar and created case studies, white papers, and sales content.
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Global English School | Matsusaka, Japan

English Teacher

Jul 2019 – Dec 2019

- Facilitated immersive English classes for diverse students using digital tools.
  - Customized lesson materials and activities for students of all ages (from Pre-K to industry professionals)
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News and Entertainment Journalist (Freelance)

Dec 2009 – Jan 2018

- Reported on socio-political issues for media outlets and NGOs, including collaborations with UNFPA and others for awareness campaigns
  - Covered a wide range of topics within news and entertainment, such as celebrity news, movie reviews, music events, television, theater, and more.
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## Education

Rhodes University

2017–2018

BA (Hons) English Literary Studies

Rhodes University

2015–2017

BA English & Psychology

Limkokwing University

2011–2014

Associate's Degree in Journalism, Media & Comms