

ZIYANDA MASEKO

Content Strategist | Research-Driven Storytelling & Editorial Strategy

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Portfolio: www.ziandamaseko.com

Publication: www.theindustrylens.blog

PROFESSIONAL PROFILE

Research-driven content strategist and editorial leader, helping organisations communicate complex ideas clearly and meaningfully across technology, fintech, education, media, and emerging industries.

I specialise in translating technical, regulatory, and strategic concepts into accessible content that informs, engages, and drives business objectives. My work spans content strategy, thought leadership, executive ghostwriting, SEO, editorial operations, and multi-channel marketing programmes for global organisations.

Drawing on a background in investigative journalism, I bring a systems-thinking approach to content, combining rigorous research, stakeholder interviewing, and knowledge extraction to uncover what matters most to an audience. Whether developing editorial frameworks, producing thought leadership content, or entering entirely new industries, I am particularly skilled at transforming complexity into clarity.

Throughout my career, I have worked across rapidly evolving sectors, including fintech, blockchain, AI, SaaS, e-commerce, and education, consistently delivering high-quality content in unfamiliar and highly technical domains through structured research and strategic communication.

AREAS OF EXPERTISE

Content Strategy & Editorial Leadership

- Editorial Strategy & Content Operations
- Thought Leadership & Executive Ghostwriting
- Editorial Framework Development
- Content Production Workflows & Quality Assurance
- Audience Development & Content Marketing
- Brand Storytelling & Strategic Communications

SEO & Growth Marketing

- SEO Strategy & Search Intent Analysis
- Organic Growth & Content Optimisation
- Conversion-Focused Content Marketing
- Email Marketing & Campaign Development
- Social Media Strategy & Multi-Channel Campaigns

Research & Analysis

- Primary & Secondary Research
- SME Interviewing & Knowledge Extraction
- Market & Industry Analysis
- Regulatory & Multi-Jurisdictional Research
- Technical & Emerging Technology Communications
- Editorial Research Methodologies

Industries

- B2B SaaS
- Fintech & Financial Services
- AI & Emerging Technologies
- Regulatory Compliance
- EdTech
- E-Commerce
- Professional Services

Tools & Platforms

- Google Analytics 4 (GA4)
 - Google Search Console
 - SEMrush
 - Ahrefs
 - HubSpot
 - WordPress
 - Mailchimp
 - ConvertKit
 - ActiveCampaign
 - Google Ads
 - Figma
 - Notion
 - Slack
 - LinkedIn Analytics
 - AI-Assisted Research & Content Workflows
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PROFESSIONAL EXPERIENCE

Senior Content Strategist & Ghostwriter

Remote | Freelance | June 2024 – Present

- Founder and Editor of The Industry Lens, an independent publication exploring business strategy, industry transformation, emerging technologies, and hidden opportunities shaping the future of work.
- Develop editorial frameworks and content operations systems that maintain brand voice consistency, research standards, and publication quality across multiple projects.
- Translate complex technical concepts into accessible, audience-focused content for non-technical readers.
- Build evidence-based content frameworks using primary research, verified data sources, and peer-reviewed studies.
- Manage end-to-end content production workflows spanning research, stakeholder interviews, writing, editing, SEO optimisation, and publication.
- Produce thought leadership content, strategic analysis, and long-form editorial pieces across technology and business domains.

Content Writer | CoinTerminal

Remote | Contract | February – March 2026]

- Produced thought leadership, educational, and SEO-driven content covering blockchain, cryptocurrency, Web3, and fintech topics for global audiences.
- Collaborated with subject matter experts and stakeholders to translate highly technical concepts into accessible, engaging content for both technical and non-technical readers.
- Conducted extensive primary and secondary research across rapidly evolving regulatory and technology landscapes to ensure factual accuracy and editorial quality.
- Developed long-form content, including industry analysis, explainers, and market-focused articles supporting audience growth and brand positioning.
- Rapidly developed subject matter expertise in blockchain technologies and cryptocurrency markets through structured research methodologies and SME collaboration.
- Applied editorial frameworks and quality assurance processes to maintain consistency across multiple concurrent content initiatives.

Digital Marketing Copywriter | Skylum Software

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

- Developed and executed multi-channel marketing campaigns supporting major product launches and customer engagement initiatives.
- Created email marketing campaigns for product launches, feature announcements, and customer retention programmes targeting creative professionals.
- Produced social media and conversion-focused advertising copy across global digital channels.
- Scripted product launch videos and tutorial content for AI-powered photo editing software, translating technical features into compelling user narratives.
- Developed SEO-driven content strategies targeting high-value search opportunities within competitive software markets.
- Collaborated with international development, design, and marketing teams across four time zones to ensure consistent messaging and brand compliance.
- Created conversion-focused launch campaigns spanning landing pages, email sequences, and social media assets.

Senior Content Marketing Specialist | TOA Global

Remote (Cape Town, South Africa) | Contract | August 2022 – April 2023

- Developed targeted content strategies for fintech audiences supporting customer acquisition, product education, and audience engagement initiatives.
- Produced multi-channel campaigns across email, social media, and video platforms while maintaining brand positioning and messaging consistency.
- Developed content strategies supporting major product launches and cross-departmental collaboration.
- Produced market analysis reports and customer success case studies supporting business development and sales enablement objectives.
- Implemented content performance tracking using Google Analytics 4 and HubSpot to inform strategic decisions.
- Collaborated with designers, editors, and video production teams to deliver educational fintech content.

Content Marketing Strategist | Career Karma

Remote (California, USA) | Contract | August 2022 – December 2022

- Developed a comprehensive career guidance content strategy targeting adult learners transitioning into technology careers.

- Produced SEO-optimised content covering technology careers, bootcamp reviews, and industry analysis, achieving page-one rankings for more than 20 high-volume keywords.
- Collaborated with career coaches and industry experts to establish credibility and thought leadership within the EdTech sector.
- Conducted audience and search intent research to identify content opportunities aligned with learner needs and business objectives.

Senior Content Developer | The Content Station

Remote (Cape Town, South Africa) | Contract | April 2022 – June 2022

- Developed curriculum-aligned educational content for Latin American international schools, incorporating the United Nations Sustainable Development Goals framework.
- Developed multilingual content adaptation strategies to ensure cultural relevance across diverse international audiences.
- Collaborated with stakeholders across multiple markets to maintain educational standards and content consistency.

Script Editor & Content Specialist | Pixelogic Media

Remote (Cape Town, South Africa) | Contract | February 2022 – August 2022

- Edited film and television scripts for major streaming platforms, ensuring cultural authenticity, tonal consistency, and production quality.
- Managed concurrent projects across multiple international teams while consistently meeting production deadlines.
- Applied editorial quality assurance processes across large-scale localisation projects.

Digital Marketing Manager | One to One Children's Fund

Remote (Cape Town, South Africa) | Contract | January 2022 – June 2022

- Developed an integrated fundraising content strategy across email, social media, and web platforms.
- Produced storytelling campaigns communicating programme impact and supporting fundraising objectives.
- Managed content production across multiple channels while maintaining organisational messaging standards.

English Language Instructor | Apollo English

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

- Delivered curriculum to diverse learners while developing customised lesson plans designed to improve engagement and learning outcomes.
- Adapted teaching methodologies to accommodate varied learning styles and cultural contexts.

E-Commerce Content Manager | SmartOSC

Ha Noi, Vietnam | Contract | March 2020 – November 2020

- Led content strategy initiatives across multiple e-commerce platforms serving international markets.
- Produced white papers, thought leadership content, website copy, and conversion-focused marketing materials.
- Developed product descriptions and category pages designed to improve customer engagement and conversion performance.

International English Instructor | Global English School

Matsusaka, Japan | Contract | July 2019 – December 2019

- Facilitated English language programmes for learners aged five to sixty-five, adapting instructional approaches for diverse audiences and learning styles.

Investigative Journalist & Content Creator

Freelance | December 2009 – January 2018

- Investigated and reported on socio-political issues for national media outlets and international organisations, including UNFPA.
 - Produced investigative reporting on government policy, social justice, economic development, and cultural issues across Southern Africa.
 - Conducted stakeholder interviews and primary research to produce evidence-based journalism.
 - Created entertainment and culture content, including celebrity interviews, film reviews, and feature articles.
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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, Journalism, Media & Communications

Limkokwing University | 2011 – 2014

CERTIFICATIONS

- Google Ads Search Certification, Google Skillshop
 - Email Marketing Certification, HubSpot Academy
 - Content Marketing Strategy, Advanced Coursework
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LANGUAGES

- English (Native)
 - isiXhosa (Fluent)
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REGIONAL EXPERIENCE

- Sub-Saharan Africa
 - Southeast Asia
 - Asia-Pacific
 - North America
 - Europe
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CAREER HIGHLIGHTS

- 15+ years of professional writing and editorial experience across journalism, technology, education, and marketing.
- Published 650+ articles, reports, white papers, and thought leadership assets across multiple industries.
- Produced regulatory compliance content spanning 20+ jurisdictions requiring extensive legal and stakeholder collaboration.

- Successfully transitioned between emerging industries, including blockchain, fintech, AI, and SaaS, through rapid subject matter expertise development and structured research methodologies.
- Delivered strategic content programmes for organisations operating across Africa, Europe, North America, and the Asia-Pacific region.
- Developed editorial frameworks and content operations systems supporting quality assurance, brand consistency, and scalable content production.