


ZIYANDA MASEKO

COPYWRITER | EDITOR



 (+27) 71 341 1895

 ziyanda.maseko@outlook.com

 [Website](#)

 [LinkedIn](#)

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

Expertise

- Digital Marketing & Branding
- Conversion Optimization
- Email/ Social Media Marketing
- SEO Expertise
- Technical Writing
- Client Management

Summary

Having accumulated more than 14 years of industry expertise, I am a seasoned copywriter 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.

Work Experience

06/2023
- 06/2024

SKYLUM

Copywriter - Contractor

- Developed email marketing campaigns, website copy, and social media content for Luminar Neo photo editor, significantly enhancing user engagement.
- Crafted successful email campaigns with high open and click-through rates.
- Optimized website copy for SEO, resulting in a noticeable increase in organic traffic and conversions.
- Authored blog posts that attracted a larger readership and educated users on product features.
- Utilized data analytics to assess content performance and implemented effective improvements.

09/2022
- 04/2023

TOA GLOBAL

Senior Copywriter - Contractor

- Developed tailored content for financial institutions to educate and inform audiences on financial concepts.
- Launched new business features through various content channels.
- Contributed to content strategy for customer-facing elements.
- Collaborated with marketing teams to achieve KPI goals.
- Worked with global teams to drive product adoption.

02/2022
- 08/2022

CAREER KARMA

SEO Copywriter - Contractor

- Developed career advice content that resonated with job seekers, providing practical and actionable insights.
- Crafted engaging articles aimed at inspiring career development and growth.
- Implemented SEO best practices to enhance content visibility and reach a wider audience.
- Analyzed performance metrics to continually refine and improve content effectiveness.



References

Anastasia Sliusarenko

Skylum

Brand Manager

Email : anastasia.sliusarenko@skylum.com

Jona Fortuno

TOA Global

Senior Corporate

Communications Lead

Email : jona.fortuno@toaglobal.com

Carla Dos Santos

IOP Independent Practice

Industrial Psychologist -

Professional Development &

Leadership Coach

Email : dossantosc7@gmail.com

Kerry Burns

The FYN Restaurant Group

Digital Marketing Manager

Email : kerryeliseburns@gmail.com

01/2022

- 06/2022

ONE TO ONE CHILDREN'S FUND

Creative Copywriter - Contractor

- Crafted persuasive copy to attract donors and secure support for vulnerable children in underserved communities.
- Developed engaging content for various channels, increasing donor engagement and contributions.

02/2022

- 08/2022

PIXELOGIC MEDIA

Editor - Contractor

- Reviewed and edited English language content to ensure clarity, accuracy, and quality.
- Worked closely with localization teams to maintain consistency across translated materials.
- Conducted quality assurance checks for audiovisual content, ensuring adherence to standards.
- Implemented and maintained style guides to uphold content quality and brand integrity.

03/2021

- 11/2021

SMART OSC

Content Marketing Executive - Contractor

- Developed and implemented content marketing strategies for e-commerce platforms, driving user engagement and sales.
- Crafted product descriptions, web copy, and sales collateral that effectively communicated value propositions.
- Produced case studies and white papers to showcase success stories and industry expertise.
- Managed the company's blog and content calendar

2009

- 2020

FREELANCE JOURNALIST

- Conducted research and interviews to produce well-informed news articles on a variety of topics.
- Collaborated with nonprofits like UNFPA on international campaigns, providing valuable content support.
- Developed story ideas that addressed current events and cultural issues, engaging a broad audience.