

Ziyanda Maseko

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<https://www.ziyandamaseko.com/>

Copywriter • Contract

Having accumulated more than 15 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

Copywriter • 08/2022 - 04/2023

Skylum • Cape Town, South Africa

- 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.

Senior Copywriter • 08/2022 - 04/2023

TOA Global • Cape Town, South Africa

- 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.

Content Developer • 04/2022 - 12/2022

The Content Station • Cape Town, South Africa

- Developed educational content for The Content Station's 'Make Your Mark' course, a 7-level American English program for Latin American private schools, in collaboration with the University of Dayton Publishing.
- Aligned curriculum with CEFR levels (A1-C1) and integrated flipped and project-based learning methodologies, focusing on skill development for ages 12-18.
- Incorporated United Nations SDGs into lesson plans, emphasizing global citizenship, gender equality, inclusivity, and environmental awareness in every unit.
- Created age-appropriate, engaging materials that promote critical thinking, collaboration, and creativity, fostering active learning and real-world application.

SKILLS

B2B Marketing, Content Strategy, Creative Ideation, Customer Journey Mapping, Digital Copywriting, E-Commerce, Facebook Marketing, Google Ads, Marketing Automation, Online Advertising, Search Engines, Shopify, Social Media Blogging, Social Media Communications, Story, Storytelling, Travel, Twitter Marketing

EDUCATION

Bachelor of Arts with Honours in English Literary Studies

Rhodes University
01/2017 - 11/2018

Bachelor of Arts in English and Psychology

Rhodes University
01/2015 - 11/2017

Associate's degree in Journalism, Media, Communications

Limkokwing University of Creative Technology
03/2011 - 11/2014

- Adapted content to address diverse learning needs while meeting academic standards and supporting students' linguistic and personal growth.

Editor • 02/2022 - 08/2022

Pixelogic Media • Cape Town, South Africa

- 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.

SEO Copywriter • 02/2022 - 08/2022

Career Karma • California, US

- 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.

Creative Copywriter • 01/2022 - 06/2022

One to One Children's Fund • Cape Town, South Africa

- 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.

English Teacher • 03/2021 - 01/2022

Apollo English • Ha Noi, Viet Nam

- Delivered engaging English language lessons to young learners and teens using Apollo's interactive curriculum and methodology.
- Designed and adapted lesson plans to suit students' skill levels, ensuring an effective mix of language practice and real-life applications.
- Utilized multimedia and technology to enhance students' learning experience, promote language retention, and encourage active participation.
- Conducted regular assessments to monitor progress, provided constructive feedback, and developed strategies for students' improvement.

- Maintained a positive and inclusive classroom environment, managing classroom behavior and ensuring each student's needs were met. Actively participated in training sessions and staff meetings to share best practices and enhance teaching quality.

Content Marketing Executive • 03/2021 - 11/2021

SmartOSC • Ha Noi, Viet Nam

- 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.

Freelance Journalist • 12/2009 - 01/2020

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.

English Language Instructor • 07/2019 - 12/2019

Global English School • Matsusaka, Japan

- Facilitated immersive English language classes for a diverse range of students, including young children, high schoolers, and adults.
- Customized lesson materials and activities to address varied learning styles, fostering a balanced approach between vocabulary, grammar, conversation, and cultural context.
- Integrated digital tools and interactive resources to create an engaging and modern classroom experience that encouraged language use in everyday scenarios.
- Assessed students' language abilities through regular quizzes, assignments, and feedback sessions, tracking their progress and adapting lessons as needed.
- Cultivated a welcoming and supportive learning environment that respected cultural nuances and promoted student confidence in language skills. Engaged in ongoing professional development through workshops and collaborative meetings to align with Global English School's educational standards and goals.