

Lindiwe Zulu

Writer

South Africa | +27737248133 | lindizulu03@gmail.com
in [LinkedIn: linkedin.com/in/lindiwe-zulu-683a69204/](https://www.linkedin.com/in/lindiwe-zulu-683a69204/) [🌐 lindizulu03.journoportfolio.com/](https://lindizulu03.journoportfolio.com/)



Education

Undergrad Diploma in Creative Writing September 2023 - Current
University of Oxford
Studying

User-Centred Design National Certificate (NQF 5) July 2021 - Aug 2022
Red & Yellow School of Business
Completed

UX/UI Design Certificate June 2021 - Aug 2021
Red & Yellow School of Business
Completed

Licensed Digital Marketing Master Certificate April - 2021
International Institute of Digital Marketing
Completed

Licensed Content Marketing Master Certificate March - 2021
International Institute of Digital Marketing
Completed

Creative Content Manager 2023/02 - 2023/12
BELOVD Agency
Blog Writing
Social Media Management
Campaign managing
Weekly stats analysis

Script Writer (freelance) 2022/01 - 2023/01
Wormwood Pictures

- Writing scripts and treatments.
- Writing blogs and articles.
- Editing.
- Building Storylines.

Content Writer 2022/10 - 2023/04
Printed Memories

- Conversion Rate Optimazation.
- AI-Generated content with SEO.
- User Testing.
- A/B Testing.
- Article Writing.

Summary

I'm highly motivated and committed and have five years of experience in copywriting, content writing, design and digital marketing.

Skills

- Research
- Grammar and proofing skills
- Copywriting
- Excellent communication
- Proficient in Adobe XD, FIGMA, InDesign, Illustrator, Krita and Canva
- Technical knowledge of design
- Aptitude for long-form writing (and able to switch to short-form as needed)
- Proficient in the English language
- Content creation
- Screenwriting
- Digital Content Writing
- Understanding and using AI Tools

Personal Details

Full Names: Lindiwe Zulu
Gender: Female
Date Of Birth: 1994 March 03
Nationality: South African
Driver's License: Code 8
Languages: English, IsiXhosa, IsiZulu, SeSotho

Marketing Associate (freelance)

2021/05 - 2021/08

YIYA KUDE

- Write meta descriptions for the website.
- Research keywords of related topics.
- Create five articles a day.
- Compile SEO Audit for the YIYA website.
- Update content for the website and social media pages.

Copywriter/ Content Creator

2020/06 - 2020/12

Compare The Networks ZA

- Research keywords of related topics.
- Compile briefs with keywords for each title of the article.
- Write meta descriptions for the website.
- Create 2-3 articles daily, depending on the topic and research.
- Review each article and have external reviews.
- Search images for each article and final review publishing each article.

SEO Copywriter / Content

2018/03 - 2019/03

SMME Growth Marketing

- Research industry-related topics (combining online sources, interviews, and studies).
- Compile writing schedules and collaborate with other members of the team to ensure timely delivery of materials.
- Writing effective SEO compliant copy and blogs.
- Identify customers' needs and gaps in our content and recommend new topics.
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results.
- Write compelling copy specializing in content strategy whilst ensuring alignment with best practices and brand standards.
- Create clear, concise, conversational copy that inspire action and encourage engagement.
- Ensure all-around consistency (style, fonts, images, and tone)

SEO Copywriter/Graphic Designer

2016/06 - 2016/09

Infinite Agency

- Design elements for websites, Facebook pages and HTML e-mailers.
- Review designs for errors before printing or publishing them / proofreading to produce accurate and high-quality work.
- Organize the design "brief" and record requirements and the Company's needs.
- Develop new design concepts, graphics and layouts, using a creative approach.
- Adhere to brand and copy standards as it relates to digital content development.
- Edit and polish existing content to improve readability.
- Proofread, edit and approve all content before publication.
- Designing ads for social media posts (Graphic design skills)

References

Thomas Philips - CEO (Printed Memories)

thomas@printedmemories.com

Tshepo Movundlela - CEO (Wormwood Pictures)

tshepo@wormwoodpictures.co.za

Khumo Mninele - Creative Director (BELOVD Agency)

khumo@dopeblack.org