THOBILE MAZIBUKO

Marketing & Communications | Digital Content | Social Media | Editorial

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PROFESSIONAL SUMMARY

Marketing, communications and digital content professional with over 8 years' experience developing audience-focused content and communications across digital and print platforms. Experienced in social media management, digital publishing, content strategy, photography and video content creation, stakeholder engagement and brand communication.

Skilled at translating complex technical and business information into clear, engaging content for diverse audiences while maintaining strong editorial, brand and quality standards. Experienced in coordinating content across multiple platforms, managing high-volume publishing workflows, working with internal and external stakeholders, and using digital content to strengthen audience engagement and brand visibility.

PROFESSIONAL EXPERIENCE

MEDIA ICON – Editorial Lead

Johannesburg | 2026 – Present

- Lead editorial and digital content production across multiple technical publications, supporting content strategy and day-to-day digital publishing operations.
- Develop and manage audience-focused content for **Mining Business Africa** and **Logistics Business Africa**, translating complex technical and industry information into accessible business content.
- Manage website publishing, content updates, optimisation and digital content performance monitoring.
- Manage social media publishing and content distribution to increase audience engagement and content visibility.
- Contributed to the growth of Mining Business Africa's LinkedIn audience, helping increase followers from fewer than 1,000 to more than 2,000 within six months.
- Create and coordinate digital content for social media, including written content, photography and video, while managing publishing and distribution through digital platforms and Meta Business Suite.
- Build and maintain relationships with industry stakeholders, companies and subject-matter experts to source content, interviews and relevant industry information.
- Coordinate content planning with internal teams and external stakeholders to ensure timely delivery of digital and print content.
- Edit, proofread and refine content while maintaining accuracy, consistency, brand standards and audience relevance.
- Produce features, interviews and business content across mining, logistics and related industries.
- Monitor audience response and digital performance to support content decisions and improve visibility across platforms.

INDEPENDENT MEDIA – Editorial Lead & Multimedia Journalist

Johannesburg | May 2017 – Jan 2025

- Led integrated content and communications initiatives across print and digital platforms, aligning content with audience and business objectives.
- Developed and executed content strategies that increased readership, digital engagement and audience growth across online platforms.
- Created digital and social media content designed to generate audience engagement and increase visibility around major events and campaigns.
- Produced content and advertorial campaigns for major events including the **Hollywoodbets Durban July** and **South African Fashion Week**.
- Produced multimedia content including photography, video and real-time social media coverage for events and digital campaigns, supporting audience engagement and brand visibility.
- Worked with brands, PR agencies and external stakeholders to develop engaging, strategically aligned communication content.
- Managed content production workflows across online and print platforms while maintaining strict editorial and quality standards.
- Produced high-performing digital content that consistently ranked among top-performing online articles.
- Conducted interviews and transformed complex or industry-specific information into clear, engaging content for diverse audiences.
- Worked closely with editorial, marketing and social media teams to maintain consistent messaging across platforms.
- Supported live event coverage and social media engagement, including real-time content creation and audience interaction.

SOWETO FASHION WEEK – PR Freelancer

Johannesburg | 2023

- Supported media relations and communications strategy for Soweto Fashion Week SS23.
- Developed press materials and coordinated media coverage across national publications including The Citizen and The Star.
- Built and maintained relationships with media and stakeholders to strengthen brand visibility and communications impact.
- Assisted with international stakeholder engagement through a partnership initiative involving the BRICS Fashion Fund and BRICS Fashion Week in Moscow.

AMAKA STUDIO – Content Producer (Freelance)

United Kingdom | 2021 – 2023

- Produced engaging digital content aligned with brand voice, audience interests and engagement objectives.
- Developed editorial and branded content focused on African women, culture and diaspora storytelling.
- Conducted interviews and produced audience-centred feature content for digital platforms.
- Contributed to brand growth and audience engagement through strategic storytelling and digital content creation.

CORE COMPETENCIES

- Marketing & Communications
- Digital Content Strategy
- Social Media Management
- Social Media Content Planning
- Content Calendars & Campaign Coordination
- Digital Publishing & Website Content
- Corporate Communications
- Brand Messaging & Storytelling
- Audience Engagement
- Stakeholder & Media Relations
- Copywriting & Content Creation
- Photography & Video Content Creation
- Social Media Scheduling & Publishing
- Meta Business Suite
- Content Performance Monitoring & Analytics
- Business & Technical Communication
- CMS & Digital Platforms
- SEO Content
- Event & Campaign Content
- Cross-Functional Collaboration
- Adobe InDesign
- Microsoft Office

EDUCATION

Honours in Media Studies & African Literature

University of the Witwatersrand | 2025

National Diploma in Journalism

Tshwane University of Technology | 2012 – 2016

ADDITIONAL INFORMATION

Driver's Licence: Code 08
Travel: Willing to travel
Location: Johannesburg, South Africa

Availability: According to notice period
Languages: English and IsiZulu