

THANDO MASOMBUKA

SENIOR COPYWRITER

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PROFILE

I'm an award-winning senior copywriter and digital marketing specialist with a talent for transforming complex ideas into engaging and relatable content. With experience in fintech, broadcast media monitoring, retail, online gaming, and eCommerce, I've successfully crafted compelling narratives for brands worldwide. My specialities include:

- Long-form blog writing that ranks, informs, and converts
- SEO copywriting in partnership with SEO and digital marketing teams
- B2B and B2C content that connects with target audiences across diverse industries
- Editorial leadership from concept to final proof (and mentoring junior writers)
- Expertise in lead generation copywriting for websites and campaigns

EDUCATION

Digital School of Marketing – 2024 – Present

Diploma in Copywriting

Regenesys Business School (Digital Regenesys) - 2022

Certificate in Digital Marketing

Vine College – 2010 - 2012

Diploma in Media Studies & Journalism

WORK EXPERIENCE

IG Group: Senior Copywriter – Oct 2024 - Present

- Create engaging financial services copy across various digital platforms, implementing strategic content based on audience feedback
- Develop strategic trading and investing content that informs, educates, engages and connects.
- Utilise ICT and digital transformation technologies to enhance creativity while ensuring authentic messaging

Massmart: Senior Copywriter – July 2022 – Sep 2024

- Collaborated with internal stakeholders to understand and fulfil their content creation needs
- Generated ideas and concepts for Game stores, Makro, Builders and Jumbo Cash & Carry stores, focusing on target audience engagement
- Wrote radio and TV scripts, blogs, managed content processes, and created copy for print materials (catalogues & leaflets)

Rainmakers.Cafe: Copywriter & Social Media Specialist – Feb - May 2022

- Set up and managed social media campaigns for clients across various social platforms
- Delivered editorial plans for social media initiatives and content creation strategies
- Wrote web and blog content and implemented audience engagement strategies for various digital platforms

Idea Hive: Senior Digital Copywriter – Aug 2020 - Jan 2022

- Developed content for blogs, articles, product descriptions, and social media platforms
- Assisted in creating content for digital advertising campaigns and display advertising
- Compiled comprehensive content plans and implemented digital marketing strategies

Edcon: E-Commerce Copywriter – Mar 2017 – Aug 2020

- Wrote, edited, and proofread product descriptions, promotional web copy, and blog content with an eye for detail
- Created email marketing campaigns to drive customer acquisition and retention
- Utilised analytics to optimise content performance and drive conversions

Verpakt Management Services: Copywriter – Dec 2015 – Feb 2017

- Created daily promotional mailers for international gaming markets (Australia, Canada, France, and the Netherlands)
- Worked closely with the marketing team and international translators to ensure message consistency
- Wrote and edited casino and gaming reviews with a focus on target audience preferences

Newsclip Media Monitoring: Broadcast Media Analyst – Jan 2014 – Nov 2015

- Summarised news bulletins and interviews into concise, readable synopses
- Ensured accuracy in proofreading, grammar, and content context
- Translated broadcast coverage from Nguni languages into English

- Implemented digital tools to improve media monitoring efficiency and reporting

PROJECT MANAGEMENT TOOLS

- Chase
- Monday.com
- Trello
- Workfront

SKILLS

- Brand Management
- Digital Transformation
- Media Strategies
- Content Creation
- Audience Engagement
- Online & Display Advertising
- Social Media Management (Facebook, Twitter, LinkedIn)
- Email Marketing
- Proofreading & Editing
- Time Management & Prioritisation

REFERENCES AVAILABLE ON REQUEST