

Thando Masombuka

Senior Copywriter

CONTACT

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PROFILE

I'm an award-winning Senior Copywriter and Social Media Content Manager with a knack for turning complex ideas into clear, engaging content. I've worked across online gaming, fintech, broadcast media monitoring, and eCommerce, shaping and writing brand stories that connect with audiences worldwide. I develop TTL campaigns that integrate traditional and digital media, and I specialise in SEO copywriting, long and short-form content, community management, and social content management. I work from concept to final proof, bringing strategic insight and editorial leadership.

PROFESSIONAL EXPERIENCE

Senior Copywriter & Social Media Community Manager | May 2025 – Present

Hotseat Agency

- I develop and implement digital brand and marketing strategies for these brands: Score Energy Drink, Chateau Del Rei, Fitch & Leedes, and Fibertime, ensuring consistent brand positioning and corporate identity across digital platforms.
- I lead integrated marketing campaigns across social media and digital platforms to strengthen brand visibility, audience engagement, and market positioning.
- Monitor campaign performance and digital engagement metrics to optimise brand communication, improve campaign effectiveness, and support data-driven decision making

Senior Copywriter | Oct 2024 – May 2025 (retrenched)

IG Group (FinTech)

- I crafted financial services copy across platforms, including CRM mailers and SMSs, refining content through client and stakeholder engagement.
- I developed trading and investing content strategies supporting onboarding, retention, and lifecycle communication, aligned to user behaviour and automation flows.
- I translate technical information into persuasive, compliant, error-free copy aligned with creative direction, collaborating in stakeholder meetings and supporting A/B testing to optimise subject lines, CTAs, and measurable KPIs.

Senior Copywriter | Jul 2022– Sep 2024

Massmart

- I generated campaign concepts for Game, Makro, and Jumbo Cash & Carry, producing radio scripts, social media, blog posts, catalogue copy, mailers, print, OOH, and promotional fliers.
- I contributed to retail Promotions that drove measurable Revenue and increased customer buy intent, while writing B2C and B2B messaging for customers, stakeholders, and internal communications.
- I led junior copywriters and marketers across projects while managing social pages.

Copywriter & Social Media Specialist | Feb 2022 – Jun 2022 (Freelance)

Rainmakers.cafe

- Set up and managed social media campaigns, focusing on customer engagement and digital content strategy, with editing responsibilities.
- I delivered editorial plans to strengthen brand culture and align with company policy
- I created websites and eCommerce content that is optimised for user journeys and purchasing behaviours, developing narratives that convert.
- I designed social content and content plans using design tools to align perfectly with whichever brand I was working on, incorporating client feedback.

Senior Digital Copywriter | Aug 2020 – Jan 2022

Idea Hive Agency

EXPERIENCE
CONTINUES...

- I was tasked with developing blogs, web copy, and social media content backed by data and technology (MarTech).
- I collaborated with the design team to create infographics and used design tools to create compelling visuals with editing oversight.
- Created websites and eCommerce content optimised for conversion and optimisation, using analytics to understand user behaviour and improve performance.
- Collaborated on campaign assets, including landing pages, digital banners, and performance-led Advertising materials.

eCommerce Copywriter | Mar 2017 – Aug 2020

Edcon

- Supported the development and execution of integrated marketing campaigns across digital, print, and retail channels to strengthen brand visibility and customer engagement.
- Developed eCommerce product content and promotional messaging aligned with brand positioning and digital marketing strategies.
- Used analytics and performance insights to optimise content, improve customer engagement, and support data-driven marketing decisions.

UX Copywriter | Dec 2015 – Feb 2017

Verpakt Management Services

- Wrote, edited, and proofread promotional content for online casinos across betting, gambling, and iGaming platforms with technical precision.
- Developed UX and promotional copy for in-platform banners and bonus promotions, covering mechanics like odds, cash out, and bet slips, ensuring compliance with licensing standards.
- Applied psychology to create responsible Direct Response CRM messaging supporting Onboarding, retention, Promo campaigns, and reduced churn.

Broadcast Media Analyst | Jan 2014 – Nov 2015

Newsclip Media Monitoring

- Summarised bulletins into bite-sized synopses for client communications using my technical writing skills.
- Applied research, analysis, and interpretation to deliver insights supporting customer communication and insurance industry specifications.
- Supported behavioural change communication through accurate and impactful reporting, interpreting insurance product information for diverse audiences.

EDUCATION

Digital School of Marketing

Diploma in Copywriting (90% done)

Regenesys Business School (Digital Regenesys) | 2022

Certificate in Digital Marketing

Vine College | 2012

Diploma in Media Studies & Journalism

PROJECT
MANAGEMENT
TOOLS

- Chase, Asana, Monday.com, ClickUp, Trello, Workfront

AWARD

My biggest achievement was bagging the MEA Creative Effectiveness Award for the McCafé Barista Search campaign in 2021

REFERENCES ARE AVAILABLE ON REQUEST