





## ABOUT ME

I'm an award-winning word whizz with a flair for the written word. I'm corporate-trained and agency polished. I've worked with many brands both locally and internationally.

I research relevant industry topics to identify new ways of writing content. I create original, concise and error-free body of work. I write, edit, translate, proofread, and fact-check content like Newsletters, Blogs, and Social Media.

## CONTACT

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## EDUCATION

 **REGENESYS**  
Certificate in Digital Marketing

 **VINE COLLEGE**  
Diploma in Media Studies & Journalism

# THANDO MASOMBUKA

## SNR COPYWRITER

## EXPERIENCE

### SNR COPYWRITER - MASSMART (Jul 22 – to date)

- I do "Marketing Mix" a weekly feature on Game Radio to update our in-store associates about current & upcoming campaigns
- Liaising with relevant stakeholders about their copy needs
- Idea generation and conceptualisation for Game stores
- Write clear, compelling and original copy for a range of marketing communications for Game & Makro.

### COPYWRITER & SOCIAL MEDIA SPECIALIST – RAINMAKERS.CAFE (Feb 22 – Jun 22)

- Setting up social media campaigns & deliver editorial plans for social media campaigns
- Plan and configure social media campaign with online tools
- Write content for websites and eCommerce sites with SEO tactics

### SNR COPYWRITER – IDEA HIVE (Aug 20 – Jan 22)

- Developing content for blogs, articles, social media, and the company website.
- Assisting the team in developing content for advertising campaigns.
- Proofreading, editing and polishing content for inconsistencies and readability.

### ECOMMERCE COPYWRITER - EDCON (Mar 17 – Aug 20)

- Writing, editing, and proofreading product descriptions and content
- Write, edit, and proofread online promotional web copy such as taglines and promotion-focused copy
- Collaborating with multiple teams across the business to ensure that all content is up-to-date and consistent throughout our platforms

## REFERENCES AVAILABLE ON REQUEST

### COPYWRITER – VERPAKT MANAGEMENT SERVICES

*(Dec 15 – Feb 17)*

- Looking at the long-term strategy and delivering these in written campaigns from the start to completion
- Creating witty, creative and engaging marketing concepts
- Write compelling offline/online advertising content for emails, banners, pop-ups and web pages
- Proofread all copy ensuring that it is grammatically and factually accurate

### BROADCAST MEDIA ANALYST – NEWSCLIP MEDIA MONITORING

*(Jan 14 – Nov 15)*

- Summarising news bulletins, talk shows, business programmes, interviews, etc. into a readable synopsis that contains key information
- Ensuring accuracy of spelling, grammar and contextual content of synopses.
- Accurately translate broadcast coverage from all Nguni languages into English

## SKILLS

<div></div>	Proofreading, editing & translating
<div></div>	Social Media Management
<div></div>	Research & content creation
<div></div>	Copywriting