

Profile

I'm an award-winning wordsmith with a knack for turning complex ideas into engaging content. With a track record of crafting content for brands across the globe, I've worked across fintech, finance, and retail. Whether it's writing, editing, translating, or proofreading, I bring clarity and impact to every project.

Software

Wordpress
MozBar (SEO)
Yoast
Kontentino
Workfront

CONTACT

@ Masombuka.vusimuzi@gmail.com

084 928 7016

<https://thando.journoportfolio.com/>

JOHANNESBURG



THANDO MASOMBUKA

SENIOR COPYWRITER

EDUCATION

DIGITAL SCHOOL OF MARKETING – 2024 – PRESENT (ONGOING)
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

- Craft compelling, financial services copy across multiple platforms and refine work based on stakeholder feedback.
- Develop strategic and informative trading and investing content.
- Leverage technology to enhance creativity while maintaining authenticity in messaging.

MASSMART: SENIOR COPYWRITER – JULY 2022 – SEP 2024

- Liaising with relevant stakeholders about their copy needs
- Idea generation and conceptualisation for Game stores
- Writing radio scripts, social content, print copy (catalogues & leaflets).

RAINMAKERS.CAFE – SENIOR COPYWRITER & SOCIAL MEDIA: FEB - MAY 2022

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

IDEA HIVE – SENIOR DIGITAL COPYWRITER: AUG 2020 - JAN 2022

- Developing content for blogs, articles, product descriptions, social media, and the company website.
- Assisting the team in developing content for advertising campaigns.
- Writing and compiling content plans.

EDCON – E-COMMERCE COPYWRITER: MAR 2017 – AUG 2020

- Writing, editing, and proofreading product descriptions and content
- Writing, editing, and proofreading online promotional web copy such as taglines and promotion-focused copy

PROJECT MANAGEMENT TOOLS:

- Chase
- Monday.com
- Trello

- Collaborating with multiple teams across the business to ensure that all content is up-to-date and consistent throughout our platforms

VERPAKT MANAGEMENT SERVICES – COPYWRITER : DEC 2015 – FEB 2017

- Writing daily promo mailers for the Australian, Canadian, French and Dutch markets
- Working with the entire marketing team including international translators
- Ideating, writing and editing casino and gaming reviews

NEWSCLIP MEDIA MONITORING – BROADCAST MEDIA ANALYST: JAN 2014 – NOV 2015

- 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

REFERENCES AVAIALBLE ON REQUEST