

Thando Masombuka

Senior Copywriter

CONTACT

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PROFILE

I'm an award-winning senior copywriter and digital marketing specialist with a knack for turning complex ideas into clear, engaging content. I've worked across fintech, broadcast media monitoring, online gaming, and eCommerce, shaping narratives that connect with audiences worldwide.

PROFESSIONAL EXPERIENCE

Copywriter & Social Media Community Manager | Oct 2024 - Present

Hotseat Agency

- Creating content and writing copy for Score Energy Drink, Chateau Del Rei, Fitch & Leeds, and Fibertime. Doing community management and reporting for Score Energy Drink and Fitch & Leeds
- Putting together monthly content plans
- Social listening and engaging on relevant topics/subjects

Senior Copywriter | Oct 2024 - Present

IG Group

- I crafted financial services copy across various platforms (including CRM mailers) and refined content based on feedback and client/stakeholder specifications.
- I developed strategic trading and investing content strategies that support customer journeys to assist with automation and chatbots.
- I lead a team of junior copywriters, setting priorities, mentoring, and reviewing their work to maintain quality and consistency.
- I implemented general communication strategies for internal stakeholders and clients

Senior Copywriter | Jul 2022- Sep 2024

Massmart

- I generated ideas and campaign concepts for Game, Makro, and Jumbo Cash & Carry stores.
- I produced marketing materials, including radio scripts, social media, and catalogue copy and mailers.
- I led a team of junior copywriters, providing feedback, guidance, and leadership across projects.

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.
- I conducted research and applied data science insights to create customer-focused marketing materials and product communications.
- I made use of analytics to support continuous improvement in campaign performance through client feedback analysis

eCommerce Copywriter | Mar 2017 – Aug 2020

Edcon

- Wrote, edited, and proofread promotional content to support customer journeys and improve customer satisfaction with technical precision.
- I supported behavioural change campaigns that influence purchasing decisions
- Collaborated with teams on multi-disciplinary projects, implementing continuous improvement practices and managing responsibilities.
- Delivered professional communications for improved brand experience

UX Copywriter | Dec 2015 – Feb 2017

Verpakt Management Services

- Produced digital content for international markets, strengthening the customer experience through narrative development.
- Wrote and edited reviews while using analytics to understand customer behaviour and implement feedback.
- Coordinated with the marketing team on multiple projects requiring professional communication and policy compliance, managing client relationships.

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
- Monday.com
- 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