

ZIYANDA MASEKO

COPYWRITER | EDITOR

SKILLS

Marketing Communications | Digital Marketing Strategy | Copywriting | Marketing KPIs | Content Writing | Strategic Planning | Editing | Blog Writing | Advertising Copy | Content Strategy | Email Marketing Copy | SEO Writing | Team Collaboration | Client Management

EXPERIENCE

Copywriter & Editor | 2009 - Present

- Creating engaging and informative long-form and short-form content for various audiences, including articles & blogs, social media posts, whitepapers, newsletters, email marketing, landing pages, and website copy.
- Collaborating with global teams, stakeholders, and designers across different countries and time zones to meet project goals.
- Implementing SEO strategies and best practices to increase website traffic, new leads, and customers.
- Collaborating with nonprofit organizations such as UNFPA and One to One Children's Fund on international campaigns.
- Providing post-production localization services such as closed captioning, transcription, and subtitling for clients such as Netflix, Disney, and Amazon.
- Contributing to the development and implementation of successful content strategies to attract target audiences at every stage of the funnel and maximize the customer experience.

SUMMARY

I am a proficient Copywriter and Editor with over a decade of experience in the industry and a strong record of producing high-quality content. I'm adept at delivering clear and compelling copy for a variety of niches, and my creative mindset and resourcefulness enable me to develop unique approaches that engage and resonate with target audiences.



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Portfolio

<https://www.ziyandamaseko.com/>

EDUCATION

Bachelor of Arts with Honours in English Language and Literature

| 2018 - 2019 |
Rhodes University

Bachelor of Arts in English and Psychology

| 2015 - 2017 |
Rhodes University

Associate Degree in Journalism and Media

| 2011- 2014 |

Limkokwing University of Creative
Technology

ESL Instructor | Apollo English – Viet Nam | Aug 2020 – May 2021

- Created and delivered high-impact lessons and activities to improve and promote confidence in language, vocabulary, phonics, and grammar.
- Utilized blended learning approaches by combining technology with traditional learning methods.

ESL Instructor | Global English School - Japan | Jul 2019 – Dec 2019

- Taught students of varying English language proficiency levels: K-12, adult (private and group) lessons.
- Delivered engaging lessons using visuals, games, and textbooks to improve writing, speaking, and reading skills.

Freelance Journalist | Dec 2008 – Jan 2014

- Developed ideas and material for columns and commentaries based on current events.
- Conducted interviews with news sources.
- Reported news stories for publication and broadcast.
- Documented media events, campaigns, conferences, and workshops.
- Wrote and edited daily news articles.