

TSHIAMO MASULUKE

B2B & B2C Marketing Strategist | EdTech & HRTech Specialist

Email:

tshiamomasuluke@gmail.com

| Phone: +27 79 075 5471

LinkedIn: linkedin.com/in/tshiamo-masuluke-595290283

Portfolio:

<https://tshiamo-ctrl.github.io/portfolio-site-v2>

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## PROFESSIONAL SUMMARY

B2B and B2C marketing strategist with 4+ years scaling service-based businesses and agencies, specialising in EdTech, HRTech, and B2B SaaS. Proven solo marketer and first marketing hire with experience building marketing infrastructure from zero and leading agencies through growth phases. Hands-on track record across Google Ads and LinkedIn campaigns, WordPress/CRM systems implementation, email automation architecture, and international B2B campaigns.

Unique Differentiator: Invested 2025 in building a complete EdTech platform—Open edX LMS, Horilla HRMS, and an AI-powered recruitment ecosystem—as a comprehensive learning project to understand learning and HR technology products from the inside. This practical experience with learning technologies, multi-product marketing strategy, and SaaS architecture enables technical authority and authentic customer insight that most marketers lack.

Seeking a full-time Marketing Strategist role where deep EdTech/HRTech product knowledge, analytical rigour (Python, Excel modelling), and full-funnel marketing execution combine to drive sustainable pipeline growth. Fully committed to focusing exclusively on an established company's marketing operations.

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## CORE COMPETENCIES

### MARKETING EXECUTION & PLATFORMS

Google Ads (Search & Display) | LinkedIn Advertising Strategy | WordPress CMS | CRM Integration (Jetpack, Horilla, Hubspot) | SEO Optimization (Yoast, SemRush, Wincher) | Email Marketing Automation | Organic Social Media Strategy | Campaign Performance

Analytics | A/B Testing & Experimentation | Conversion Rate Optimization | Google Analytics

#### TECHNICAL & SYSTEMS

Marketing Automation (n8n workflows) | Python (data analysis, dashboards) | Excel (market analysis, financial modelling, competitive intelligence) | Git Version Control | Adobe Creative Suite | LMS Administration (Open edX) | HRMS Integration (Horilla) | SQL Databases | API Integration

#### AI/ML EXPERTISE

AI Model Training & Quality Assurance | NLP Training Data Development | Model Testing & Performance Evaluation | AI Features Development (skill gap analysis, behavior tracking) | Advanced AI Tools (ChatGPT, Claude, Copilot, Gemini)

#### LEADERSHIP & STRATEGY

Multi-Product Marketing Strategy | International B2B Outreach (EU, Brazil markets) | Solo Marketer to Team Leadership Transition | Cross-Functional Collaboration | Strategic Consulting & Advisory | ROI-Oriented Decision Making | Agency Operations Management

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## PROFESSIONAL EXPERIENCE

### ROBELI INSTITUTE

Marketing & Product Strategy Lead (Learning Project) | January 2025 - Present

Built a comprehensive EdTech and HRTech platform as a year-long learning project to deeply understand learning technologies, recruitment systems, and B2B SaaS products from a product and marketing perspective. Developed a complete go-to-market strategy across multiple revenue models and customer segments.

Platform Development & Technical Implementation:

- Deployed Open edX LMS with course creation, enrollment, progress tracking, and certification workflows
- Integrated Horilla HRMS for employee/learner profile management, performance tracking, skill inventory, and career development planning
- Built an AI-powered recruitment ecosystem that recycles candidates instead of rejecting them, supporting candidates with personalised learning paths when they do not initially meet job specifications

- Developed AI features, including a skill gap analysis engine, behaviour tracking logic, and personalised learning path recommendations
- Architected the technical stack with attention to hosting costs, server resource allocation, database optimisation, and security considerations

#### Go-to-Market Strategy & Positioning:

- Defined multi-product marketing strategy for three business lines: custom learning solutions (B2B), AI training programs (B2C + B2B), and SaaS platform (B2B subscription)
- Structured SaaS pricing, licensing scenarios, and B2C offerings with supporting sales collateral, buyer personas, and decision-maker targeting strategies
- Built an Excel-based competitive intelligence model analysing the South African EdTech landscape with structured market segmentation and sizing logic

#### Organic Growth Strategy Execution:

- Launched founder-led LinkedIn brand presence from zero, using thought-leadership content focused on industry pain points and implementation challenges
- Prioritised organic visibility and nurturing (content, conversations, and demos) ahead of heavy paid acquisition, positioning paid media as an accelerator rather than the core engine

#### Key Learning Outcomes:

- Achieved practitioner-level understanding of EdTech and HRTech product development, implementation challenges, and go-to-market patterns
- Developed the ability to speak credibly with L&D, HR, and leadership stakeholders about operational constraints, adoption friction, and ROI narratives based on direct build experience

Project Status: Learning objectives achieved; platform exists for demonstration and portfolio purposes. Ready for an exclusive full-time commitment to a marketing role.

Technologies: Open edX | Horilla HRMS | Python | WordPress | PostgreSQL | Git | LinkedIn | Excel

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## **SKOTIAL**

Marketing Lead (Solo Marketing Department) | February 2021 - January 2022

Served as the sole consistent member of the marketing function for a cryptocurrency-powered social platform with an integrated e-store, managing digital strategy, paid advertising, brand positioning, and multi-channel execution.

#### Platform & Product Marketing:

- Led complete marketing function for a complex product offering (social platform + cryptocurrency + e-commerce ecosystem)
- Coordinated a co-branding partnership framework for a coupon distribution system, enabling users to unlock discounts on platform purchases
- Simplified messaging around a technically complex product into clear use-cases and benefit-driven narratives

#### Paid Advertising & Lead Generation:

- Managed Google Ads strategy and execution across search and display for user acquisition and merchant onboarding
- Worked primarily with moderate budgets (typically in the R5,000-R15,000 per month range per initiative), focusing on highly structured campaigns and tight feedback loops
- Emphasised conversion efficiency by combining modest ad spend with strong landing page clarity, clear value propositions, and organic content support

#### Multi-Channel Execution:

- Planned and executed campaigns across paid, owned, and earned channels with a strong focus on organic discovery, platform education, and community-building
- Maintained all marketing operations independently in a small-company environment, prioritizing ruthlessly and executing without day-to-day oversight

Technologies: Google Ads | Social media platforms | Email marketing | Adobe Creative Suite | Cryptocurrency payment systems

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## **MOOSE MEDIA**

Co-Founder & Marketing Director | March 2020 - January 2024

Built a boutique marketing agency from a solo founder to a small distributed team, serving B2B and B2C clients across consulting, professional services, training, and niche sectors. Responsible for strategy, execution, analytics setup, and client relationship management.

#### Solo Founder to Team Leadership:

- Founded the agency as the only marketer, handling full-funnel strategy, implementation, and reporting across multiple accounts
- Gradually built team infrastructure and operational processes, recruiting and coordinating marketers, designers, content creators, and specialist contractors
- Demonstrated the ability to operate as both a hands-on execution resource and a strategic lead

#### Paid Advertising Management:

- Executed Google Ads and paid social campaigns for clients with moderate monthly budgets (commonly R5,000-R15,000 per client), calibrating spend to business size and risk tolerance
- Focused heavily on improving lead quality and conversion rates through better offer design, landing page clarity, and nurture sequences, rather than relying solely on higher spend
- Used combined organic content, email nurturing, and sales enablement assets to increase the proportion of leads that converted from modest ad budgets

#### Operations & Growth:

- Implemented standardised analytics and tracking so clients could see channel performance, lead flow, and pipeline contribution
- Coordinated specialised contractors for event marketing, media placements, and co-branded initiatives where relevant
- Used retention, referrals, and account expansion as key growth levers rather than aggressive outbound scaling

Agency Status: Agency is currently on hold while focusing on full-time employment (no active client work or ongoing retainers).

Technologies: Google Ads | Facebook Ads Manager | Google Analytics | CRM systems | Adobe Creative Suite

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## LEGACY BUILDERS

#### Marketing & CRM Infrastructure Consultant (Contract) | 2024

Architected a complete lead-generation and nurturing infrastructure for a B2C financial services client, migrating from an MVP stack to a scalable WordPress + Jetpack CRM + email automation platform.

#### Systems Architecture & Implementation:

- Designed and implemented WordPress forms integrated with Jetpack CRM for automatic contact creation, segmentation, and lifecycle tracking
- Built multi-touch email nurture sequences triggered by form submissions and user behaviour
- Executed a zero-data-loss migration from a React/Formsfree MVP to WordPress/Jetpack CRM

#### Technical Optimisation & Client Enablement:

- Deployed Yoast SEO for organic visibility in a competitive financial services vertical
- Integrated YouTube as a trust-building element on the homepage
- Optimised page speed, mobile responsiveness, and basic security configuration
- Documented the system and delivered live walkthrough training, enabling non-technical staff to manage content and leads independently

Results: Replaced ad-hoc manual follow-up with a structured lead management and nurturing system, reducing dependence on constant paid spend by improving organic search visibility and automated follow-up.

Live Site: [khayalegacy.com](https://khayalegacy.com)

Technologies: WordPress | Jetpack CRM | Yoast SEO | React | Formsfree | YouTube API

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## LIFEWAY CHURCH

Marketing Automation Consultant | 2025

Designed a revenue recovery and content protection strategy for a faith-based organisation facing income loss from unauthorised digital content distribution.

#### Strategic Consulting & Framework Development:

- Developed a three-phase solution framework: volunteer-based implementation, semi-automated workflow, and fully automated n8n system
- Created a decision framework allowing the client to compare time investment, content coverage, and potential revenue protection across phases

#### Technical Implementation:

- Designed and deployed an n8n workflow automation for content monitoring, rights management tracking, and recovery process orchestration

- Structured the automation project with Git-based version control and modular components for future scaling

Business Impact: Enabled the organisation to test the approach in a lower-cost, lower-risk way before committing to full automation, aligning marketing, operations, and finance stakeholders around a shared implementation roadmap.

Technologies: n8n | Git | Python | YouTube API | Facebook Graph API

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## **AM DIGITAL MARKETING**

Brand Specialist (Remote Contract) | October 2023 - January 2024

Led international B2B brand development and digital campaign execution for a European digital marketing agency serving Brazilian and European markets.

International Campaign Development:

- Developed and executed brand-building campaigns targeting European and Brazilian professional audiences
- Localized messaging and visuals for different markets while preserving brand consistency

Remote Team Collaboration:

- Collaborated with a distributed international team across time zones
- Contributed to social content design, UX refinements, and channel-specific optimization based on analytics

Technologies: Social media platforms | Adobe Creative Suite | Digital marketing analytics tools

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## **AI/ML TRAINING & QUALITY ASSURANCE (Remote Contracts)**

2024 - 2025

Completed multiple contract engagements focused on AI model training, data annotation, and quality assurance, building a practical understanding of AI capabilities, limitations, and costs.

Mindrift | Annotations Expert | July 2024 - April 2025

Outlier AI | AI Training Quality Assurance | December 2024 - February 2025

Outlier AI | Freelance Writing Consultant | February 2024 - September 2024

OpenAI | Beta Tester | January 2024 - May 2024

Professional Development Value: Gained practitioner-level understanding of AI training workflows, data quality requirements, and evaluation practices—supporting more credible marketing of AI-related EdTech and HRTech products and programs.

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## EDUCATION

POLITICS, PHILOSOPHY, AND ECONOMICS (PPE) STUDIES

University of Cape Town | 2019 - 2021

Completed 2 years toward Bachelor of Social Science (B.Soc.Sci)

Relevant Coursework: Statistical Analysis | Econometrics | Research Methodology | Quantitative Analysis | Political Economy | Microeconomics | Macroeconomics

Academic Foundation: Quantitative research design, statistical modeling, economic data analysis, systematic argumentation, and evidence-based decision making.

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## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Programming & Data Science (2025)

- Mimo Python Developer Certification
- Python Essentials 1 | Cisco Networking Academy
- Python Essentials 2 | Cisco Networking Academy (70% Complete)

Business & Marketing (2024)

- Google AI Essentials | Google
- Business Foundations Specialization | University of Pennsylvania (Coursera) | Grade: 94%
- Omnichannel Retail Strategy Specialization | University of Pennsylvania (Coursera) | Grade: 91.66%
- Adobe Content Creator Professional Certificate | Grade: 92.76%
- Introduction to Social Media Marketing | Meta



Note: 2025 was a dedicated learning year focused on deepening technical and strategic marketing capabilities through hands-on project work, programming certifications, and AI expertise development.

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## **MARKETING PLATFORMS & TOOLS**

Google Ads | Facebook Ads Manager | Instagram Advertising | LinkedIn Strategy | WordPress CMS | Jetpack CRM | Yoast SEO | Google Analytics | Google Search Console | Email Marketing Platforms

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## **TECHNICAL & DEVELOPMENT**

Python (Pandas, NumPy, Matplotlib) | SQL | Excel (Advanced) | Git Version Control | n8n Workflow Automation | HTML/CSS | JavaScript (Basic) | REST APIs

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## **DESIGN & CONTENT CREATION**

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Canva | Video Editing (Basic) | CMS

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## **EDTECH, HRTTECH & LEARNING SYSTEMS**

Open edX LMS (Administration, Configuration) | Horilla HRMS (Integration, Workflow Design) | Learning Management Systems | SCORM Compliance | xAPI Standards

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## **AI/ML TOOLS & PLATFORMS**

ChatGPT | Claude | GitHub Copilot | Google Gemini | AI Model Testing Frameworks | Data Annotation Tools | NLP Training

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## **LANGUAGES**

English (Native) | Tsonga (Native) | Tswana (Native) | Sotho (Professional Working) | Afrikaans (Professional Working) | Zulu (Working) | Xhosa (Working)

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## **AVAILABILITY & COMMITMENT**

Status: Immediately available for full-time remote work

Hours: Toronto ET 4-hour overlap (9 AM-5 PM ET) + asynchronous

Commitment: No ongoing client commitments or side projects

Role Preference: Exclusive, long-term role

Work Authorisation: Based in South Africa, authorised for remote contractor agreements

Location: Pretoria, Gauteng, South Africa

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References available upon request.