

TSHIAMO MILGRAND MASULUKE

Marketing Generalist | Paid Ads (Google) | CRO | CRM Systems

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[linkedin.com/in/tshiamo-masuluke-595290283](https://www.linkedin.com/in/tshiamo-masuluke-595290283) | <https://tshiamo-ctrl.github.io/portfolio-site-v2/>

EXECUTIVE SUMMARY

Marketing practitioner with 4+ years executing organic and paid customer acquisition (CAC:LTV min maxing is a passion), CRO, email automation, and marketing systems for B2B and B2C service businesses. Built and scaled marketing infrastructure for agencies and platforms. Solo marketer experienced in managing multiple channels independently without oversight. Immediately available for exclusive full-time role.

CORE COMPETENCIES

Paid Advertising: Google Ads (search, display), Facebook Ads, LinkedIn Ads, campaign strategy, audience segmentation, performance analytics

CRO & Analytics: Landing page optimization, form design, A/B testing, conversion tracking, funnel analysis, Google Analytics

Email Systems: Email sequence design, automation workflows, behavioral triggers, platform management (Jetpack CRM, Mailchimp)

Marketing Infrastructure: WordPress, CRM integration, email automation, data migration, marketing analysis, n8n workflows, systems documentation, HubSpot.

Technical: Python, SQL, Excel, Git, API integration, data analysis, HTML, CSS, Cloud computing (Oracle, AWS)

PROFESSIONAL EXPERIENCE

MOOSE MEDIA | Co-Founder & Marketing Lead

March 2020 – January 2025

Built marketing agency from solo founder to 15-person team (8 core staff, 7 specialized freelancers) managing 20+ B2B service clients.

Paid Advertising:

- Executed Google Ads campaigns (search and display) across 30+ concurrent client accounts with monthly budgets ranging \$2,000–\$5,000 per client
- Managed Facebook Ads, Instagram advertising across multiple accounts
- Built standardized analytics dashboards for campaign ROI tracking and attribution modeling

Results: 25% year-over-year agency revenue growth | 80% annual client retention

SKOTIAL | Solo Marketing Lead

February 2021 – January 2022

Sole consistent member of marketing department for cryptocurrency social platform with integrated e-commerce store. Managed all digital strategy, paid advertising, and brand positioning independently.

Paid Advertising: Led Google Ads strategy and execution (search and display networks) for cryptocurrency/e-commerce platform

Platform Coordination:

- Coordinated co-branding partnership with Shortite Group for coupon distribution system
 - Developed positioning strategy for complex multi-product offering (social platform + cryptocurrency + e-store ecosystem)
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LEGACY BUILDERS | CRM Infrastructure Consultant

Contract 2025

Architected complete lead generation ecosystem for B2C financial services client.

System Implementation:

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

CRO & Optimization:

- Deployed Yoast SEO for organic visibility
- Optimized page speed, mobile responsiveness, and security
- Documented complete system with training materials enabling non-technical team to manage leads independently

Live Site: khayalegacy.com

ROBELI INSTITUTE | Marketing & Product Strategy

April 2025 – Present

Built EdTech platform as 9-month learning project to deepen technical and strategic marketing capabilities.

Key Initiatives: Designed marketing infrastructure and automation workflows | Configured email systems for user onboarding and engagement | CRM system design for candidate tracking and lifecycle management

Technical Stack: Open EdX LMS, Horilla HRMS, Python/Django ATS, career portal

Status: Learning project complete. Ready for exclusive full-time commitment.

ADDITIONAL EXPERIENCE

AM DIGITAL MARKETING | Brand Specialist (Oct 2023 – Jan 2024)

International B2B brand development for European digital marketing agency serving Brazilian and European markets.

LIFEWAY CHURCH | Marketing Automation Consultant (2025)

Presented n8n automation solution framework. Designed workflow automation for content monitoring and recovery process orchestration.

SKILLS & PLATFORMS

Advertising: Google Ads, Facebook Ads, LinkedIn Ads, WhatsApp Marketing, Meta suite

CRM & Automation: Jetpack CRM, n8n, email marketing platforms

Web & Analytics: WordPress, Google Analytics, Google Search Console, SEO (Wincher, SemRush, Answer the Public, HubSpot)

Data & Technical: Python, SQL, Excel, Git, API integration, Cloud computing (Oracle, AWS)

Additional: Adobe Creative Suite (Advanced), video editing (intermediate), HTML/CSS

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Cape Town | Politics, Philosophy, and Economics (2 years, 2019–2021)

Certifications:

- Mimo Python Developer Certification
- Python Essentials 1 & 2 (Cisco Networking Academy)
- Google AI Essentials
- 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) 2024

Professional Development: AI/ML training (data annotation, quality assurance for ML models, 2024–2025)

AVAILABILITY & COMMITMENT

Status: Immediately available for full-time remote work. No ongoing client commitments or side projects.

Work Preference: Exclusive, long-term role

Location: Pretoria, Gauteng, South Africa

Languages: English (native), Tsonga (native), Tswana (native), Sotho (native), Afrikaans (professional working), Zulu (working), Xhosa (working)

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