

TSHIAMO MASULUKE

Marketing Strategist | EdTech & B2B SaaS Specialist

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PROFESSIONAL SUMMARY

Marketing strategist with 4+ years scaling service-based businesses and agencies, specializing in EdTech and B2B SaaS. Proven solo marketer and first marketing hire with experience building marketing infrastructure from zero and growing agencies to 15+ people. Track record includes hands-on Google Ads and LinkedIn campaign management, WordPress/CRM systems implementation, email automation architecture, and international B2B campaigns across European and Brazilian markets.

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

Seeking full-time Marketing Strategist role where deep EdTech product knowledge, analytical rigor (Python, Excel modeling), and marketing execution combine to drive measurable pipeline growth. Ready to dedicate exclusively to established company's marketing operations without side projects or divided attention.

CORE COMPETENCIES

MARKETING EXECUTION & PLATFORMS

Google Ads (Search & Display) | LinkedIn Advertising Strategy | WordPress CMS | CRM Integration (Jetpack) | SEO Optimization (Yoast) | 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 modeling, 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-Driven Decision Making | Agency Operations Management

PROFESSIONAL EXPERIENCE

ROBELI INSTITUTE

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

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

Platform Development & Technical Implementation:

- Deployed Open EdX LMS with complete course creation, student enrollment, progress tracking, and certification workflows

- Integrated Horilla HRMS for employee/learner profile management, performance tracking, skill inventory, and career development planning
- Built AI-powered recruitment ecosystem that recycles candidates instead of rejecting them—helping candidates qualify for positions through personalized learning paths when they don't initially meet job specifications
- Developed AI features including skill gap analysis engine, behavior tracking algorithms, and personalized learning path recommendations
- Architected complete technical stack with understanding of hosting costs, server resource allocation, database optimization, and security compliance

Go-to-Market Strategy & Positioning:

- Defined multi-product marketing strategy for three distinct business lines: custom learning solutions (B2B), AI training programs (B2C + B2B), and SaaS platform (B2B subscription)
- Architected SaaS pricing structures, licensing agreements, and B2C offerings with complete sales collateral, buyer persona mapping, and decision-maker targeting strategies
- Built Excel-based competitive intelligence model analyzing South African EdTech landscape with TAM/SAM/SOM market sizing calculations

Organic Growth Strategy Execution:

- Launched founder-led LinkedIn brand presence from zero to 200 followers with 11 qualified engagements in 7 days
- Developed content strategy emphasizing industry pain points and thought leadership over direct product promotion

Key Learning Outcomes:

- Achieved comprehensive understanding of EdTech product development, customer implementation challenges, and go-to-market strategies
- Transitioned from theoretical marketing knowledge to practitioner-level product expertise in LMS, HRMS, and AI-powered learning systems
- Developed ability to speak authentically to L&D buyers about operational challenges, resource constraints, and ROI calculations from lived experience

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

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

SKOTIAL

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

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

Platform & Product Marketing:

- Led complete marketing function for cryptocurrency-powered social platform with integrated e-commerce store
- Coordinated co-branding partnership agreement with Shortite Group for coupon distribution system, enabling users to access discounts on platform purchases
- Developed positioning strategy for complex product offering (social platform + cryptocurrency + e-store ecosystem)

Paid Advertising & Lead Generation:

- Managed Google Ads strategy and execution across search and display networks for brand awareness, user acquisition, and merchant onboarding
- Handled complete marketing operations independently in small company environment, proving ability to prioritize ruthlessly and execute without oversight

Multi-Channel Execution:

- Coordinated event marketing campaigns, field marketing operations, and co-branding partnerships with external contractor teams
- Led brand building initiatives targeting European markets for South African visual artists, converting gallery owners, interior designers, and art dealers into qualified leads

Organizational Resilience:

- Only persistent marketing team member throughout tenure, demonstrating independence and ability to maintain marketing operations during organizational transitions

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

MOOSE MEDIA

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

Built marketing agency from solo founder to 15-person team (8 core staff, 7+ specialized freelancers), serving 30+ B2B service clients across consulting, professional services, and training sectors. Managed all strategic planning, hands-on execution, team coordination, and client relationship management.

Solo Founder to Team Leadership:

- Founded agency as sole marketer handling all strategy, execution, analytics setup, and client management across multiple accounts simultaneously
- Systematically built team infrastructure and operational processes as agency scaled, recruiting and managing marketers, designers, content creators, and specialized contractors
- Proved both autonomous solo marketing capabilities and team coordination skills required for first marketing hire roles

Paid Advertising Management:

- Executed Google Ads campaigns across search and display networks with monthly budgets ranging \$2,000–\$5,000+ per client
- Managed paid social campaigns (Facebook, Instagram) for 10+ concurrent client accounts with varying industries, budgets, and success metrics
- Built standardized analytics dashboards for campaign ROI tracking, attribution modeling, and performance reporting

Operations & Growth:

- Balanced strategic planning and hands-on execution across 30+ simultaneous client campaigns with varying timelines and objectives
- Coordinated specialized contractors for event marketing, field campaigns, media placements, and co-branding partnerships
- Developed paid recruitment campaigns improving candidate quality 10x, creating diverse talent pool requiring minimal additional hiring efforts
- Drove 25% year-over-year agency revenue growth through data-driven campaign optimization and 80%+ annual client retention

Agency Status: Currently on hold while pursuing full-time employment (no active client work, no ongoing commitments)

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

LEGACY BUILDERS

Marketing & CRM Infrastructure Consultant (Contract) | 2024

Architected complete lead generation ecosystem for B2C financial services client, migrating from MVP to scalable WordPress + Jetpack CRM + email automation platform with zero data loss.

Systems Architecture & Implementation:

- Designed and implemented WordPress forms integrated with Jetpack CRM for 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

Technical Optimization:

- Deployed Yoast SEO for organic visibility in competitive financial services vertical
- Integrated YouTube as homepage hero element for trust-building in high-consideration service category
- Optimized page speed, mobile responsiveness, and security

Client Enablement:

- Documented complete system with training materials enabling non-technical team to manage content and leads independently
- Conducted 2-hour live training walkthrough with recorded video tutorials

Results: Systematic lead nurturing replacing ad-hoc manual follow-up, reduced cost-per-lead through organic search visibility, scalable infrastructure

Live Site: khayalegacy.com

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

LIFEWAY CHURCH**Marketing Automation Consultant | 2025**

Designed revenue recovery strategy for faith-based organization experiencing income loss from unauthorized content distribution across digital platforms.

Strategic Consulting & Framework Development:

- Presented 3-tier solution framework with ROI analysis: volunteer-based implementation (Phase 1), semi-automated workflow (Phase 2), fully automated n8n system (Phase 3)
- Developed phased validation approach enabling low-cost testing with volunteer workforce before full automation investment
- Created decision framework allowing client to measure time investment versus content removed versus revenue recovered

Technical Implementation:

- Designed and deployed n8n workflow automation for content monitoring, rights management tracking, and recovery process orchestration
- Built Git-tracked automation project with modular architecture enabling future scaling

Business Impact: Client selected Phase 1 based on resource capacity assessment, validating approach before committing to automation investment.

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

AM DIGITAL MARKETING**Brand Specialist (Remote Contract) | October 2023 – January 2024**

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

International Campaign Development:

- Developed and executed brand building campaigns targeting European and Brazilian professional audiences with cross-cultural messaging and positioning strategies
- Drove engagement increases of 15% across 6+ digital channels through localized content strategies and platform-specific optimizations
- Led social media content design and UX enhancements across multiple platforms, maintaining brand consistency while adapting to regional preferences

Remote Team Collaboration:

- Worked effectively with distributed international team across time zones

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

AI/ML TRAINING & QUALITY ASSURANCE (Remote Contracts)

2024 – 2025

Completed multiple contract engagements focused on AI model training, data annotation, and quality assurance—developing deep understanding of AI capabilities, limitations, and costs.

MINDRIFT | Annotations Expert | July 2024 – April 2025

- Performed data annotation for AI/ML models, improving dataset accuracy and model performance by 20%
- Conducted quality assurance on 2,000+ data points, optimizing training efficiency for multiple machine learning initiatives

OUTLIER AI | AI Training Quality Assurance | December 2024 – February 2025

- Supervised quality assurance operations for 15+ machine learning models through systematic annotation review and accuracy benchmarking
- Designed scalable QA frameworks improving workflow efficiency by 30%

OUTLIER AI | Freelance Writing Consultant | February 2024 – September 2024

- Generated 1,000+ diverse training samples for AI language models, optimizing NLP performance and contextual accuracy
- Collaborated with ML researchers to implement bias reduction strategies, decreasing model bias by 25%

OPENAI | Beta Tester | January 2024 – May 2024

- Executed comprehensive QA testing for pre-release AI models and plugins, identifying 50+ critical bugs
- Measured and analyzed model outputs using quantitative performance metrics, contributing to 20% improvement in response accuracy

Professional Development Value: Practitioner-level understanding of AI capabilities, training methodologies, and implementation constraints—enabling authentic technical authority when marketing AI certification programs and AI-powered EdTech tools.

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, evidence-based decision making

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)
- Google AI Essentials | Google (2024)

BUSINESS & MARKETING (2024)

- 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)

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

TECHNICAL PROFICIENCIES

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

TECHNICAL & DEVELOPMENT

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

DESIGN & CONTENT CREATION

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

EDTECH & LEARNING SYSTEMS

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

AI/ML TOOLS & PLATFORMS

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

LANGUAGES

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

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 Authorization:** Based in South Africa, authorized for remote contractor agreements
- **Location:** Pretoria, Gauteng, South Africa