

CONTACTS



+27 72 823 8558



kholiswathecopywriter23@gmail.com



Durban, South Africa



Education

Email Marketing Certified
from HubSpot Academy

2 Feb 2024

Fundamentals of digital
marketing

19 Jan 2024

Google Analytics Certification

31 Jan 2024



SKILLS

- Research skills
- Audience understanding
- Search Engine Optimization (SEO)
- Data-driven Decision-Making
- Writing and editing abilities
- Attention to detail
- Creative thinking
- Marketing knowledge
- Time management and deadline adherence
- Effective communication and collaboration
- Email Marketing
- A/B Testing
- Email Analytics

KHOLISWA CHILIZA

COPYWRITER

About Me

I specialize in crafting copy that amplifies brand recognition, nurtures trust between businesses and their intended audiences in the online space, ultimately elevating conversion rates.

Experience

Livingston Research

Oct 2023

- Authored and edited content for various subjects.

- Demonstrated the ability to meet tight deadlines while maintaining high-quality standards.

- Received 5 stars on my first 2 orders and client bonus.

Portfolio

Sales Page Copy

Nov 2023

- Created a sales page to promote the services of a relationship coach.

- Applied empathy and understanding of the target audience to establish a connection.

- Incorporated a call-to-action strategy to encourage immediate response and inquiries.

Email copy

Aug 2023

- Developed targeted messaging to address the needs and pain points of the email recipients.

[More work](#)