

# Nomvelo Soni

Freelance SEO Content Writer, Ghostwriter

1755 Soni Place  
Lamontville, 4027  
Durban, South Africa  
**069 153 3700**  
**soninomvelo@gmail.com**

## EXPERIENCE

### **Full Stack Web Solutions, USA (remote) — SEO Content Strategist**

MARCH 2023 - PRESENT

I am responsible for developing and executing a content strategy that meets the marketing and business objectives of Full Stack Staffing Solution. I create, manage, and optimize content across multiple channels to reach target audiences, developing and upholding brand standards, increasing traffic, and driving conversions.

### **Freelance Writer, South Africa (remote) — Writer**

SEPTEMBER 2021 - PRESENT

- I write content as a generalist for many publications and platforms, including websites and press releases, blog entries, emails, newsletters, and social media content.
- I research and write blog posts, web content, and articles on a wide range of subjects according to specific client requirements.
- I ghostwrite chapters for nonfiction self-help and instruction books and ebooks.
- I communicate with clients and find new writing projects.
- I perform research and find interesting and relevant facts. I embed links into text.
- I remotely work with local and international clients, writing articles for blogs in the Digital Marketing and finance niche.
- I transcribe and translate business communication. Proofread and Edit.

### **Four Trees Boutique Guesthouse, Johannesburg, SA (Onsite) — Guest Service Coordinator**

AUGUST 2020 - AUGUST 2022

I was responsible for managing smooth daily operations of the Guesthouse by conducting these duties:

- Handled check-in and check-outs of 6+ guests daily by assigning rooms, administering keys, and answering questions.
- Booked appointments, accepted payments, and answered guest questions.

## SKILLS

- Web Content Writing
- SEO Content Writing
- Ghostwriting
- Research
- Social Media Marketing
- Audio Transcription
- Translation
- WordPress
- Communication
- Public Relations

## LANGUAGES

- English – Native or Bilingual proficiency
- IsiZulu – Native or Bilingual proficiency
- IsiXhosa – Limited proficiency

## LICENCES & CERTIFICATES

- Driver's Licence Code 10
- Matric Certificate
- National Diploma Certificate

- Prepared sign-in sheets, name tags, and other documents for events.
- Assisted with coordinating events that took place at the facility.
- Coordinated arrivals and departures of VIPs.
- Trained junior team members in customer service strategies and property policies.
- Compiled weekly reports and communicated feedback with owners.
- Provided, maintained, and always promoted the highest level of hospitality.
- Collaborated with team members to handle guest requirements from check-in through check-out.
- Encouraged and motivated my team to be courteous, efficient, and friendly all the time.
- Resolved complaints regarding housekeeping and room service.
- Double-checked room assignments to support accuracy and specialized customer service.
- Arranged transportation to and from local airport and transit centers for guests.

## PROJECTS

### **Project: Media Relations — Mom Boss (Mar 2023 - Present)**

On going

- Proactively contribute to the project by assisting in the preparation of concise and informative media summaries, ensuring clients are well-informed.
- Actively involved in content creation for clients, demonstrating creativity and effective communication skills to meet their specific needs and goals.
- Skillfully transcribe interview audios, facilitating their transformation into written content for magazine publishing, maintaining accuracy and attention to detail.
- Take responsibility for the meticulous editing of press releases, ensuring that they are well-crafted, error-free, and meet high-quality standards.
- Engage in brand copywriting, delivering compelling and persuasive content that effectively communicates brand messaging and engages target audiences.

### **Project: Transcription — Remotasks (Nov 2021 - Jun 2022)**

Duration: 8 months

## REFERENCES

**Paul Michael Barber —**  
CEO at *Full Stack Web Solution*

truzillah@gmail.com

**Asanda Mbali —** CEO at *Mom Boss*

mombossevents19@gmail.com

**Fezeka Dlamini —**  
Owners at *Four Trees Boutique Guesthouse*

mzembefe@gmail.com

- Actively transcribed audio recordings, ensuring accuracy and attention to detail in transcribing content.
- Expanded and converted shorthand notes into comprehensive written records for clarity and understanding.
- Proficiently transcribed a wide range of pre-recorded materials, including business meetings and interviews, contributing to efficient data management.
- Demonstrated exceptional proofreading and editing skills by meticulously reviewing and refining transcriptions for precision and quality.
- Provided valuable language support by translating transcripts from IsiZulu, IsiXhosa, Ndebele, and Swati into English, facilitating cross-language understanding and accessibility of content.

## EDUCATION

### **University of South Africa, South Africa — National Diploma in Public Relations Management**

JUNE 2013 - OCTOBER 2022

This program equipped me with a strong foundation in the field of public relations, covering a range of essential topics such as communication strategies, crisis management, stakeholder engagement, and media relations.

I developed a deep understanding of the principles and practices of effective public relations, which has been instrumental in my writing career, enabling me to build strong relationships, manage corporate reputation, and strategically communicate with diverse audiences.

Additionally, the program included a comprehensive portfolio module, which entailed extensive research and writing. This module enhanced my ability to conduct in-depth research, create persuasive written content, and effectively communicate ideas, all of which have proven in my professional endeavors.

### **Rosburgh High School, Durban, SA — *Grade 12/ Matric***

JANUARY 2005 - DECEMBER 2009

High school education enhanced my critical thinking and problem-solving skills, also providing a strong foundation for my academic and professional journey.