



Contact

Phone

081 360 3716

Email

mogomotsi.freelancer@gmailcom

Address

120 Galop road, Equestria
Gardens, Pretoria east

Education

2020

Certification - Copywriting

DanLok University

Expertise

- SEO Writer
- Email copywriter
- Freelance copywriter

Language

English

SiTwsana

Kealeboga Malao

Email copywriter & SEO writer

A meticulous email copywriter and SEO writer, I excel at crafting compelling and engaging content that drives results. With a passion for words and a deep understanding of SEO strategies, I have successfully delivered high-converting email campaigns and optimized website content.

Experience

2021 - 2022 ThePin Magazine (Pty) Ltd SEO Writer

- Conducted keyword research and implemented SEO best practices to optimize website content.
- Produced blog posts, articles, and product descriptions that improved organic traffic and search rankings.
- Monitored website analytics to track content performance and made data-driven improvements.

2022 - 2023 ThePin Magazine (Pty) Ltd Freelance/Email copywriter

- Worked with multiple clients on various projects, delivering persuasive copy for websites, emails, and advertisements.
- Utilized storytelling techniques to create engaging narratives and enhance brand identity.
- Met deadlines consistently and maintained open communication with clients.
- Developed and executed email marketing campaigns for various clients across different industries.
- A/B tested subject lines, content, and CTAs to improve open rates and click-through rates.
- Collaborated with design and marketing teams to ensure consistent brand messaging.
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Reference upon request