

# Amanda Tlhara

## Email Copywriter

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I am a dynamic and results-oriented professional with experience as a YouTube scriptwriter, and an English language consultant, with proficiency in email and content marketing. I am interested in becoming an Outreach Specialist at TheLinksGuy to use my diverse set of skills in strategic communication and creative content development to drive successful outreach campaigns and contribute to organizational growth.

### Experience

●	<b>Freelance YouTube Scriptwriter</b>	2023
	<ul style="list-style-type: none"><li>• Crafted engaging and informative scripts for YouTube videos, incorporating storytelling techniques and audience-centric messaging.</li><li>• Conducted in-depth research to identify relevant topics, trends, and keywords to optimize video content for audience engagement and SEO.</li></ul>	
	<b>English Language Consultant, MPC Connect, January 2024- Present:</b>	2024 - present
	<ul style="list-style-type: none"><li>• Provide language coaching and support to individuals seeking to improve their English language proficiency for academic, professional, or personal purposes.</li><li>• Conducted assessments to evaluate students' language skills and progress, providing constructive feedback and guidance for improvement.</li></ul>	

### Education

●	<b>Eduvos</b>	2023
	<ul style="list-style-type: none"><li>• Bachelor of Science Biomedicine</li></ul>	
●	<b>JM Ntsime Secondary School</b>	
	<ul style="list-style-type: none"><li>• National Senior Certificate</li></ul>	2016

### Skills

<ul style="list-style-type: none"><li>• Copywriting</li><li>• Communication (both written and verbal)</li><li>• Strategic Thinking</li><li>• Research</li><li>• Audience Analysis</li></ul>	<ul style="list-style-type: none"><li>• A/B testing</li><li>• Networking</li><li>• Adaptability</li><li>• Persistence</li><li>• Attention to Details</li><li>• Analytical skills</li></ul>
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### Courses

<ul style="list-style-type: none"><li>• The Fundamentals of Digital Marketing (Google)</li><li>• Email Deliverability (Klaviyo)</li><li>• Modern Copywriting (Udemy)</li></ul>
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