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I'm one of South Africa's top Email Marketing Copywriters. I've collaborated with fast-growing global SAAS & Ecommerce clients.

## EDUCATION

David Tale – CEO  
david@nimblemedia.ca

Ernest Bogore – CEO  
Ernest@nerdyjoe.com

## EDUCATION

**2021:** Chase Dimond -  
Ecommerce Email Marketing  
Course

**2020:** Mike Shreeve – The Email  
Academy

**2019:** Pam Foster - Direct  
Response Copywriting

**2017-2019:** Bsc in Computer  
Sciences(Dropped out due to  
financial constraints)

## EXPERTISE

Digital Marketing  
Copywriting  
Lead generation

## LANGUAGE

English

# NTANDO WILL MKHIZE

Lead Generation Email Copywriter  
& List Builder

## Experience

**Feb 2023–Present:**

**Nerdy Joe**

### Email Copywriting

Understanding each clients

ICP: Research and analyze the target ICP to tailor the email content to their needs, pain points, and preferences.

Crafting compelling copy:

Write persuasive and engaging email content that grabs the recipient's attention, communicates value proposition clearly, and encourages a desired action.

A/B testing: Conduct A/B

testing on email subject lines, body content, and calls-to-action to optimize performance and increase open and response rates.

Compliance: Ensure that the cold email copy complies with relevant anti-spam laws and regulations to avoid legal issues and maintain a positive sender reputation.

Follow-up sequences:  
Develop follow-up email sequences to nurture leads and maintain a consistent communication flow.

### Email Lead Scraping

Research and identification: Use various tools (Apollo, Instantly, ExportApollo, Webstatic, [Clay.com](#) etc) and techniques to identify potential leads based on predefined criteria and target demographics.

Data collection: Gather relevant information about potential leads, including names, email addresses, job titles, company details, and any other pertinent data.

Data accuracy: Ensure the accuracy and relevance of collected data to maintain the quality of the lead database.

Automation: Utilize automation tools to streamline the lead scraping process and increase efficiency.

### List building

Segmentation: Categorize leads into different segments based on criteria such as industry, location, company size, etc., to create targeted email lists.

Database maintenance: Regularly update and clean the lead database to remove outdated or irrelevant information and ensure data accuracy.

Integration with CRM: Integrate the lead database with customer relationship management (CRM) systems to facilitate seamless communication and tracking of interactions.

Reporting: Provide regular reports on the performance of email campaigns, including open rates, click-through rates, and other relevant metrics.

Compliance: Stay informed about data protection laws and regulations to ensure ethical and legal practices in list building and data management.