

# Nobuhle N Nyoni

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Pretoria, South Africa

Content Writer | Web Designer | Virtual Assistant

## Summary

Experienced content writer, web designer, and virtual assistant with over 5 years of versatile expertise, complemented by a solid background in social media management. Skilled in client communication, research, conceptualization, and content strategy, with a keen eye for detail and a knack for storytelling. Proficient in SEO optimization, CMS platforms like WordPress, and analytics tools, dedicated to delivering impactful content that drives results.

## SKILLS

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- Editing and Proofreading
- Copywriting
- Content Writing
- Storytelling
- SEO Optimization
- Research
- Concept Development
- Adaptability
- Content Strategy
- Analytics
- CMS - WordPress
- Social Media Management

## EDUCATION

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- 2022 **Guide for Journalists**, Thomson Foundation
- 2022 **Social Media Management**, Udemy
- 2019 **Introduction to Social Media Strategy**, Skillshare

## EXPERIENCE

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**01/2023 – 11/2023** **Virtual Assistant, Nicole's Bookings - South Africa**

### Duties:

- Oversaw website maintenance and updates, ensuring SEO optimization and a seamless user experience.
- Implemented content updates and utilized web analytics tools for performance assessment.
- Strategically organized and managed Nicole's daily agenda using productivity tools, optimizing time allocation and synchronizing appointments, meetings, and tasks.
- Provided exceptional customer support via various communication channels, handling inquiries, resolving issues, and maintaining high client satisfaction.
- I utilised CRM software to track interactions and ensure follow-ups.

**01/2020 – 09/2023** **Social Media Manager, The Afrodiva - USA**

### Duties:

- Monitored the online presence of the company's brand to engage with users and strengthen customer relationships.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.

- Analyzed and reported social media and online marketing campaign results.
- Designed and implemented social media strategies to align with business goals.
- Drove an 8% monthly increase in audience engagement and sustained a 30% follower growth.
- Proficient in video editing using Cap Cut and graphic design using Canva.

**01/2023 – 05/2023**

**Content Writer, Social Media Manager, The Podcast Sessions - South Africa**

**Duties:**

- Pitched, authored, and edited articles on African podcasting technology.
- Wrote and edited high-quality content and visually impactful articles under deadline pressure with an exciting, captivating, and authentic approach.
- I utilised exceptional research, editing, and proofreading skills to produce engaging and error-free content.
- Created content strategy for social media and website content.
- Performed keyword research to optimize content for SEO.
- Created content for social media platforms and wrote copy that aided brand awareness.
- Achieved a 5% growth on social media platforms by creating relevant content and high-quality graphics and a monthly 10% increase in audience engagement.
- Produced articles that resulted in a 15% rise in website traffic.

## FREELANCE WORK

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**05/2019 – Present**

**Content Writer**

**Duties:**

- Proficient in pitching, editing, research, SEO, and keyword strategies within diverse publications.
- Produced articles spanning business and innovation, thought leadership, lifestyle, podcasting, technology, mental health, sexual health, and sex and sexuality.
- I achieved a high readership, with an article ranking among the top 15 most-read articles in 2022.
- Bylines in Meeting of Minds UK, Black Ballad, Amaka Studios, The Podcast Sessions, Minority Africa, Adventures From, Rogue Collective, TAP Magazine, The Podcast Sessions Magazine, and Royale Magazine.

**02/2019 – Present**

**WordPress Website Designer**

**Duties:**

- I have 4 years of hands-on experience in designing WordPress websites.
- Proficient in utilising Elementor and Divi website builders, with extensive plugin knowledge.
- Gained expertise in crafting SEO and keyword-optimized website copy.
- Specialise in creating user-friendly, mobile-optimized, and socially integrated websites.
- Develop a range of websites including basic, e-commerce, and forum-based, aligned with client specifications.
- Design modern, tailored designs meeting client requirements.

