

*Sisipho Mrara*

- Former DSTV 190 TV Presenter.
- Digital Content Creator.
- Copywriter and marketing assistant

## CONTACT

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📍 29 Mhleza Street  
Kwadwesi, Port Elizabeth  
6201

## EXPERTISE

- Copywriting
- Visual story-telling
- Social Media Marketing
- Microsoft Office Application
- Adobe Creative Suite
- SEO
- Marketing Strategy
- Branding

## LANGUAGES

- English
- Afrikaans
- IsiXhosa
- Zulu
- French

# SISIPHO MRARA

## Copywriter & Marketing Strategist

Experienced Copywriter with a demonstrated history of working in the communication department. Skilled in Social media content writing , marketing planning, strategy, event management, and media sales

## WORK EXPERIENCE

### SEO SPECIALIST

**CURRENTLY (PART-TIME)**

#### Glow App Technologies

- Develop optimization strategies that increase the company's website search engine results rankings

<https://www.glowsend.com/>

### COPYWRITER

**JANUARY 2022- DECEMBER 2022**

#### Reach For A Dream Foundation

- REACH FOR A DREAM was voted best NGO in South Africa in 2022.
- Successfully Developed internal and external newsletters.
- Writing communication materials (Sponsorship requests, emailers etc.)
- Proof reading and editing.
- Writing website content
- Creating Social media content
- Managing Organization's LinkedIn account

### SEO BLOG WRITER

**JUNE 2021 -DECEMBER 2021**

#### Yoair Blog

- Develop optimized content that increase the company's website search engine results rankings
- 1500 words blog post

## REFERENCES

**Stephen**

Marketing Manager  
Glow App Technologies  
C: +254 719 407816

**Natalie Lazaris**

Business Head  
T: 011 880 1740 |  
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Johnson & Johnson

**Mark**

Production Manager  
|Global Productions  
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## SPICE CHANNEL TV PRESENTER

### DSTV 190

OCTOBER 2020 -DECEMBER 2021

Global production DSTV 190

- Ntomentle Africa beauty Pageant is a global production based in 54 African countries.
- Here we aim on finding the true symbol of African beauty.
- In partnership with Dstv190 Spice Channel, style and image, ticket Pro and Nissan 4 wheels.
- I worked as a freelancer in producing Television content as a TV Host.
- Exceeded goals through effective prioritizing and great work ethic.

<https://www.ntombenhleafrica.com/>

## CONTENT CREATOR

JULY 2019 - OCTOBER 2021

YouTube Today

- Videography editing
- content creation
- script writing
- Graphic design (advance visual communication)

<https://www.youtube.com/channel/UC3FH3WhNHCX7ZieAcGhIW6Q>

## EDUCATION

### Nelson Mandela University

- 2018-2021 - Bachelor of Art in Media Communications and Culture
- 2022 - Bachelor of Art Honors in Media Studies

### Alexander Road High School

- 2013-2017 National Senior certification