

LEBO MASHEGO

CONCEPTUAL COPYWRITER



SPECIALIZATIONS

- Conceptual Copywriting
- Web design
- Graphic Design
- Information Architecture
- Market research & data analytics
- Photo and Video Editing

WORK EXPERIENCE

Senior Copywriter

POINT.B DIGITAL MARKETING AGENCY
FEB 2020 TO PRESENT

- Creates marketing copy for over 100 different accounts.
- Manages a team of 2 copywriters.
- Conceptualizes and manages the execution of content marketing strategies for half a dozen accounts.
- Assists heads of department with all high-level copy and content-related matters.

Editor in Chief

BEING MAGAZINE
JUNE 2017 TO AUGUST 2020

- Recruitment.
- Hosted quarterly diary meetings, planned for and managed seasonal editorial issues.
- Wrote original stories as well as sub-edited all submitted content.

Red & Yellow School of Creative Business

ADVANCED DIPLOMA IN DIGITAL MARKETING,
STILL STUDYING

CONTACT INFORMATION

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 Twitter: [@WritingWithLebz](https://twitter.com/WritingWithLebz)

EDUCATION BACKGROUND

IIE Rosebank College Braamfontein

DIPLOMA IN JOURNALISM,
CLASS OF 2019

- Graduated with Distinction
- Editor in Chief, The Rosebank Update
- 2nd-year Tutor for Freshman



LEBO
MASHEGO
DOT.COM

