

GLORIA MASIA

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Cape Town, South Africa

PROFESSIONAL SUMMARY

Multilingual digital marketing professional, journalist and PR practitioner with 8+ years of experience across social media strategy, content creation, brand communications and digital storytelling. Skilled at developing engaging content, managing multiple projects at pace and executing data-driven strategies that strengthen brand visibility, audience engagement and performance across digital platforms.

EDUCATION

01/2021
University of South Africa
Diploma: Public Relations

01/2017
Rosebank College
Diploma: Journalism

01/2014
Hlomphanang Secondary School
Matric: Maths and Science

WEBSITE/PORTFOLIO

www.gloriamasia.co.za

SKILLS

- Campaign management
- Digital marketing
- Content strategy
- Audience engagement
- Campaign analytics
- Social media expertise

WORK HISTORY

10/2022 - Current
Social Media Manager
MustardSeed Relationship Marketing

- Manage social media and digital marketing for 60+ shopping centres, supporting retail promotions, tenant campaigns and audience engagement.
- Develop content strategies, oversee content creation, scheduling, paid media campaigns, advertising and community management.
- Collaborate with marketing teams on campaign planning and brainstorming sessions.
- Monitor digital trends, audience insights and campaign performance to inform content and marketing strategies.
- Compile monthly and annual social media reports.
- Participated in client meetings to discuss project updates and requirements. and prepare presentations.

12/2024 - 06/2026
Freelance Entertainment News Writer
Briefly News

- Write 10 daily news articles covering trending stories, breaking news and entertainment.
- Craft engaging social media leads and visual post copy to drive clicks.
- Monitor breaking news and emerging trends to deliver timely, relevant content across digital platforms.

08/2021 - 05/2025
Copywriter
PointB Marketing

- Develop creative content ideas and participate in brainstorming sessions aligned with client objectives.
- Write SEO-optimised website copy, blog articles and digital content to improve search visibility and audience engagement.
- Research industry trends, keywords and target audiences to inform content development.

01/2021 - 12/2021
Freelance Entertainment Writer
The Yanos Magazine

- Researched trending entertainment stories and pitched ideas to the editor for writing and publishing.
- Produced eight articles daily covering celebrity news, entertainment, pop culture and trending stories.

- Content creation
- Paid media
- Social reporting
- Canva designing

REFERENCES

- Lethabo, Mfoma, Team Lead - Mustard Seed, 079 233 1489
- Lorraine, Masemola, Manager - Creative Magic Group, 084 750 6650
- Sello, Molefe, Exec Producer - JoburgTV, 072 221 2250

- Monitored breaking news and social media trends to identify timely, engaging story opportunities.

08/2019 - 08/2020
Social Media Manager/Content Writer
Creative Magic Group

- Managed clients' social media accounts, content scheduling and community management.
- Developed social media strategies and content calendars aligned with client objectives.
- Researched and wrote blog articles and digital content.

08/2018 - 07/2019
Intern News Anchor & Producer
JoburgTV

- Presented current news bulletins and weather updates.
- Pitched story ideas and contributed to editorial planning.
- Conducted interviews with celebrities and story subjects.
- Assisted with news production and research.