

Angelique Tzanakakis

Location: Amsterdam

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Professional profile

Copywriter with 5 years of experience editing and writing exceptional copy, as well as 4 years of experience with SEO and 3 years of lecturing. Thoughtful and friendly with a keen eye for detail and a passion for research, teaching, and writing. Obsessed with language and continuous improvement. [My portfolio](#).

Work history

Feb 2023 - June 2026

University of the Witwatersrand, Johannesburg

Sessional Lecturer (Contract)

Reported to the HOD, I lectured first- and second-year sociolinguistics courses to part-time and full-time students.

Key Responsibilities

- Gave lectures weekly.
- Set and marked tests and exams.
- Set, facilitated, and marked tutorials (part-time students).

Dec 2021 - June 2024

CloudSmiths (Formerly DotModus), Johannesburg

Content and Learning Manager, SaaS, B2B

Reported to the CPO and Marketing Manager, I created internal learning and marketing materials, including short-form slide decks, emails, blogs, and long-form content such as white papers and case studies. I managed strategic partnerships for staff skilling and evangelising cloud certifications. I accepted a voluntary separation package because the company could no longer afford a full-time content manager, and I could focus on my PhD.

Key Responsibilities

- Created and executed content marketing strategies aligned with business objectives.
- Collaborated with cross-functional teams, senior management, clients, and technical teams to support content, partnership, and training initiatives.
- Researched and optimised SEO keywords to improve content performance.
- Wrote and edited blog posts, case studies, PDFs, email campaigns, Customer Success Stories, website content, and internal guides.
- Conducted client and stakeholder interviews and developed Customer Success Stories for websites, blogs, and partner portals.
- Developed, executed, and managed partnership strategies, serving as the primary point of contact for key partner relationships and training initiatives.
- Assisted with Google Cloud Specialisation renewals and expertise designation applications by researching requirements, maintaining documentation, monitoring compliance, and ensuring partner-level requirements were met.
- Identified, researched, and evaluated new opportunities related to the Google Marketing Platform.
- Developed and supported certification strategies in collaboration with HR and senior leadership.
- Created and maintained certification directories, help guides, and assessment schedules.
- Managed exam vouchers and assisted employees with certification bookings.
- Performed copywriting responsibilities as below including updating the website and internal guides.

Key Achievements/Projects

- **Project:** Dropdeck (September 2022 - December 2022), Copywriter
 - Planned and conducted two user studies (surveys and interviews) and presented feedback along with recommendations to the CEO and CTO ([click here](#) to view the case study).

- Created blog copy and collaborated on the design of new features ([click here](#) to read the blog).
- Assisted with interviews, SEO research and provided general content ideas.
- Created and shared the company's first-ever role-based certification roadmap as well as a tone of voice handbook.
- Launched the DotModus academy in collaboration with the CTO, which was regularly attended by at least 60% of the company.
- Successfully started a *watercooler chat* Slack channel to help with the WFH company culture.

Nov 2020 - Dec 2021

DotModus (now known as CloudSmiths), Johannesburg
Copywriter & Community Manager

Reported to the Marketing Manager, I performed all in-house copywriting activities and managed the company's social media accounts.

Key Responsibilities

- Created blog content and ensured that it remained relevant (blog has since been taken down, unfortunately).
- Conducted market and SEO research using tools like AnswerThePublic and Google Trends, compiled and presented results and plans to the Marketing Manager.
- Planned, executed and monitored marketing campaigns and their performance.
- Interviewed and worked with key stakeholders within the business to create content.
- Identified and collected blog posts relating to campaigns to reshare on the company profile and create social copies for the posts.
- Managed the company's social media accounts.
- Managed the outsourcing of artwork for the blog as well as social media posts.
- Assisted with the process of renewing Google Cloud Specialisations and applied for expertise.
- Interviewed customers to write Customer Success Stories for the website, blog, and partnership portals.

Key Achievements

- Gained over 4 000 new users on the blog in a year - 70% from organic search, 20% from social media and 10% from direct traffic.
- Increased pages/session from 1.37 to 1.85 and decreased bounce rate by 20%.
- Gained over 900 organic followers on LinkedIn in a year.
- Google co-branded one of our customer stories ([found here](#)).

June 2019 - Nov 2020

Prostaff (now known as TalentSphere), Johannesburg
Editor

Reported to the Financial Manager, I edited and proofread CVs. I left to gain experience as a Copywriter.

Key Responsibilities

- Prepared, rewrote and edited content to improve readability.
- Ensured all content was in the correct format and was accurate by conducting online research and liaising with team members.
- Proofread, reviewed and approved documentation, ensuring layout principles were adhered to as well as verifying facts and dates.
- Liaised with various team members and other relevant parties in terms of various documentation requirements and information needed.
- Captured and updated candidates' data and uploaded various documentation onto the online database.

Education & qualifications

- **PhD: Graffiti, groove, and games: Playfulness in the semiotic landscape of Braamfontein, Johannesburg – Wits University - 2026**

- **Master of Arts Linguistics (by research, with distinction)** – Wits University - 2019
- **BA (Hon) Linguistics (with distinction)** – Wits University - 2017
- **BA Sociology and Linguistics (with distinction)** – Wits University - 2016
- **Google UX Design Professional Certificate** – Coursera - 2021
- **Using uLwazi to Teach Crash Course 2024**

Awards

- Member of the Golden Key Society (2015).
- Undergraduate University Council Merit Scholarship; Ruth First prize for the best performance in Researching Social Life III course (2016); Anthony Traill Prize (Honours) for best research essay; SKYE Honours Scholarship (2017). 14 Certificates of First Class and 2 Certificates of Merit.

References

- Dr Gilles Baro, 0117174187, Gilles.Baro@wits.ac.za
- Keegan Pillay (Prostaff), 0711500519, keegan@ntalent.co.za
- Stefan Olafsson, +33671022996, stefan@dropdeck.com