

Tanaka Chamisa

Content | SEO | Copywriter | Web Developer

WHO IS THIS GUY?





Hi, I'm Tanaka. People call me Tk. I'm a content & brand-first T-shaped marketer with 7 years of experience. My skill set includes SEO, copywriting, content, social media marketing, and lead gen amongst others.

I've worked as a freelancer, as part of a team, and run my own agency. But my passion and strengths? SEO, content and copy.

Above all, I love creating content and I love strategy; diving into customer behaviour and buying decisions. I love getting companies found online and keeping them there. I love growth, in essence? I love digital marketing, I love adding value and I love beating yesterday.

(Also, I'm a Manchester United fan. Sorry not sorry)

CONTACT ME

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EDUCATION

Diploma: Software Development
Nelson Mandela University
2016 - 2019

WORK EXPERIENCE

Head of Content & Brand Jan 2025 - Present

Safe Workplace | Full time
Remote | Company based in UK

My role includes managing content, SEO, brand, assisting with GTM, managing ads, developing and executing strategy.

Snr SEO & Digital Marketing Assistant Nov 2024 - Present

The Tonic Communication | Freelance
Remote | Company based in UK

My role includes managing content, developing the website, SEO (on-page, link building, digital PR, technical) and developing, executing and reporting on strategy.

Copywriter Oct 2024 - Jan 2025

Algofy | Contract
Remote | Company based in Barcelona

My role included managing content (long form and short form) of 10+ clients, SEO account management and email marketing management

SKILLS

Digital Marketing

Copywriting

SEO

Video editing

Web development

Market research

Digital Strategy

Project Management

TOOLS

Ahrefs

SEMRush

Ubersuggest

WordPress

Framer

Shopify

Canva

Filmora

SurferSEO

Figma

SE Ranking

Looker Studio

Google Search Console

Google Analytics 4

WORK EXPERIENCE (CONTINUED)

SEO Content Marketer

Aug 2023 - Oct 2024

Cue | Full time

Remote | Company based in SA & UK

My role includes managing content, SO (on-page, link building, digital PR, technical)

Senior SEO Specialist

Jun 2023 - Aug 2024

The Search Republic | Freelance

Remote | Company based in Australia

My role includes managing 15 websites, their content, technical SEO, local SEO and off-page SEO.

Digital Marketing Manager

Aug 2022 - Aug 2023

Micrographics | Contract

Hybrid | Company based in Port Elizabeth

My role includes managing social media pages, creating content, SEO Analysis, consumer and competitor behavior analysis, KPI monitoring, reporting, engaging with the press and so much more.

Reason for leaving: Resigned for a new opportunity

Content writer and copywriter

Aug 2022 - Nov 2022

Shelf | Contract

Remote | Company based in Johannesburg

Writing and reviewing long-form and short-form content for global clients on a daily basis

Reason for leaving: Contract ended

Content writer and copywriter

Mar 2022 - Jul 2022

Beincrypto | Contract

Remote | Company based in London

My role involved reviewing, writing, and publishing press releases, content, and media releases related to crypto.

Reason for leaving: Contract ended

Global SEO Specialist

Mar 2022 - Jul 2022

RoomRaccoon | Full time

Remote | Company based in Netherlands & Cape Town

Ensuring that 12+ websites in different languages across Africa, North America and Europe follow all SEO best practices and are in alignment with our goals.

Reason for leaving: Company needed me to relocate to a different city

SEO Specialist & Copywriter

Jun 2021 - Feb 2022

Think Agile | Freelance / Contract

Remote | Company based in Johannesburg

My role included managing social media pages, creating content, SEO Analysis, consumer and competitor behavior analysis, KPI monitoring, reporting, managing Google and paid ads.

Reason for leaving: The freelance contract ended

SKILLS

Digital Marketing
Copywriting
SEO
Video editing
Web development
Market research
Digital Strategy
Project Management

TOOLS

Ahrefs
SEMRush
Ubersuggest
WordPress
Framer
Shopify
Canva
Filmora
SurferSEO
Figma
SE Ranking
Looker Studio
Google Search Console
Google Analytics 4

WORK EXPERIENCE (CONTINUED)

Digital Marketing Manager Aug 2020 - Jan 2022

ChainEX | Freelance
Remote | Company based in Jeffrey's Bay

My role included managing social media pages, creating content, SEO Analysis, consumer and competitor behavior analysis, KPI monitoring, reporting, engaging with the press and so much more.

Reason for leaving: The crypto exchange went through a slump

Head of mobile Feb 2020 - Aug 2020

BusyMed | Full time
Hybrid | Company based in Port Elizabeth

As the head of mobile development, I was responsible for ensuring that the code we pushed to any live environment is error-free, design and implementation, and management of the project.

Reason for leaving: Full time career switch to marketing

Fullstack web and mobile developer Dec 2019 - Feb 2020

MySmartSystems | Full time
Hybrid | Company based in Port Elizabeth

I was responsible for our in-house web and mobile applications, ensuring smooth delivery and functionality.

Reason for leaving: Company closed down and I got offered another job

COMMUNICATION

I'm all about teamwork, communication, and getting things done. Nothing great can be accomplished alone. I'm a team player, respect authority but at the same time voice my opinions and thoughts when and where needed. I'm not afraid to ask questions and to express myself when I don't know something. But that won't stop me from learning. I'm a big believer in doing better than yesterday, always.

REFERENCES

Available on request