

# MO SHEHU, PHD

## B2B CONTENT MARKETING MANAGER & COPYWRITER/EDITOR

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### CONTACT

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#### LOCATION

[Johannesburg, ZA](#)  
(GMT +2)

#### PHONE

[+27 62 538 6641](#)

#### EMAIL

[mo@shehuphd.com](mailto:mo@shehuphd.com)

#### WEBSITE

[mohammedshehu.com](http://mohammedshehu.com)

#### AVAILABILITY

Open to remote jobs

### EDUCATION

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#### 2016-2019

PhD. Informatics  
[NUST Namibia](#)

#### 2014-2016

MSc. Informatics  
[NUST Namibia](#)

#### 2009-2013

BSc. Computer Science  
[University of Botswana](#)

### PROFILE

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I'm a T-shaped, data-driven marketer, writer, and editor for B2B SaaS clients in the US and EMEA.

I look forward to helping you create compelling content that converts.

Let's connect on LinkedIn:  
[linkedin.com/in/shehuphd](https://www.linkedin.com/in/shehuphd)

### EXPERIENCE

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#### [GRAMMAR & FLOW PUBLISHING](#) / **Founding Editor & Lead Copywriter**

2019 - Present (Self-employed)

Overseeing content creation that helps people and brands (B2B, B2C, D2C) reach new people, inform their audiences, generate new leads, and earn more sales.

#### [MEDIACOM SOUTH AFRICA](#) / **Manager: Social Media**

2020 - 2020 (Contract)

Oversaw content creation, influencer marketing, and paid advertising.

#### [FIRST NATIONAL BANK](#) / **Manager: Social Media**

2019 - 2020 (Contract)

Crafted the content strategy for First National Bank's social media channels.

#### [ADVANTAGE Y&R](#) / **Manager: Social Media & Digital**

2018 - 2019 (Contract)

Managed content creation, digital strategy, paid ads, and analytics.

#### [MO SHÉ MEDIA](#) / **Founding Partner & Head of Social Media**

2016 - Present (Self-employed)

Overseeing the social media arm of Mo Shé Media for national and international clients across SADC, the US, and EMEA.

#### [AGILEUM](#) / **Frontend Web Developer**

2012 - 2012

Handled front-end Drupal web development. Responsible for database (SQL) and web design (PHP, HTML, CSS, Javascript).

### SKILLS

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SEO  
Editing  
Copywriting  
Email marketing  
Paid advertising  
Content strategy  
Technical writing  
Product marketing  
Content promotion  
Customer marketing  
Social media strategy

### SOFTWARE

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**CRMs:** HubSpot, Salesforce  
**Analytics:** Google Analytics  
**Collaboration:** Slack, G-Suite  
**Meetings:** Zoom, Meet, Teams  
**Creativity:** Adobe Suite, Canva  
**Writing:** Grammarly, Hemingway  
**Web design:** WordPress, Webflow  
**Marketing automation:** Mailchimp  
**Project management:** Asana, Trello  
**SEO:** Ahrefs, Ubersuggest, Semrush  
**Content planning:** MarketMuse, Frase