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I'm a media expert with in-depth know-how of advertising, marketing and promotion, plus solid understanding of online and mobile technology. I combine media production skills with technical expertise and excellent writing skills in English and German. In short: I manage content and make it accessible and desirable to the target group across the media. I utilise these skills to ensure maximum return on investment, through online or mobile sales or long term improvement of brand awareness. Having worked for over 15 years for blue chip companies, I'm available as an independent consultant for your media, marketing and content strategies.

CAREER DEVELOPMENT

Aug 12 – Aug 13: **Product Strategy & Content Consultancy** for **Luminet**, Johannesburg

March 12 – July 12: **Social Media & Mobile Mentor** for **Livity**, Cape Town

- Creating a curriculum to teach underprivileged youth how to produce, optimise & load content for mobile including a final exam, so they can accomplish a traineeship & gain the skills to become employable
- Teaching in classes & remotely how to compile research, how to adapt content from Live Magazine for mobile, how to write for mobile, how to design for mobile, how to use a CMS, how to work off a social media strategy
- Overseeing the development, design, population & promotion of Live Magazine's mobi site www.livemag.co.za

Sept 11 – present: **General Manager** for **hubspace**, Cape Town

- Relaunch of Hub Cape Town as hubspace: branding, CI, tonality, website, copy, content
- Marketing: hot desks, events, venue hire, conferences, CRM, online presence, social media, communications
- Operations: implementing processes, streamlining work flows, restructuring responsibilities
- Finances: competitor analysis, membership rates, venue hire rates, monthly running costs, annual budgets
- Fundraising: sponsorships, social entrepreneurship, CSI
- Events Management: sourcing speakers, promotion, logistics, MC, database maintenance, evaluation surveys

May 11 – July 11: **Social Media Account Director** for **Society (King James Group)**, Cape Town

- Social media campaign development, planning & execution for Plascon (Art From Mess), Capitec (Live Free - Swapping Mall), Europcar (Charm School), Johnnie Walker Africa, J&B Africa
- Booking of Facebook ads, liaising with Habari Media
- Compiling of social media moderation guidelines for Facebook & Twitter
- Acting as the social media liaison to clients, suppliers & creative teams to ensure consistency of brand
- Manage the social media monthly content calendar, coordinate and format all needed assets
- Establish creative project objectives, deadlines & expected outcomes
- Provide reporting & statistics on social media campaign successes

Feb 10 – April 11: **International Content Manager** for **MXit Lifestyle**, Stellenbosch

- Restructuring the Content Team to a functional & efficient Content Department
- Managing the Content Team & developing their roles according to their strongest skill set
- Understanding the MXit brand & history & incorporating the MXit feel into the content offering
- Crafting the content strategy & creating processes to implement it in all aspects of the content provisioning
- Driving necessary technical developments of the MXit platform to enhance work flows & usability
- Spotting gaps in the content offering & sourcing contents accordingly
- Establishing work relationships & negotiating contracts with the Content Providers
- Identifying, supplying & implementing an attractive content offer to launch into new international markets
- Ensuring revenue targets are met & user acquisition & user retention remain stable
- Ensuring a smooth routine of 3rd party content ingestion on MXit for SA, Kenya, Namibia, Indonesia, UK

Nov 09 – Jan 10: **Graphic Design, Website Optimisation** for **International Academy of Health**, Cape Town

Feb 09 – April 09: **EU Copywriting Manager** for **TripAdvisor**, London

- Reviewing & setting up new localisation processes, introducing new responsibilities & roles
- Defining & documenting TripAdvisor brand values, defining brand language, tonality, style for EU
- Managing the EU copywriting team (FR, IT, DE, ES), approving final copy
- Reviewing Marketing communications, developing Marketing concepts, approving Marketing campaigns
- Travel writing of travel guides in DE & EN

Aug 07 – Jan 09: Senior International Content Editor for AditOn, PA Consulting, London

- Product specifications & development of Squeeze, an idle screen solution daily mobile publication
- Setting up & managing the editorial department with teams of editors, producers, content loaders & designers in Berlin, London & Bath to produce daily updates for Squeeze Germany & Squeeze International
- Liaise with content partners such as Press Association in Germany & UK, MTV, MySpace, FriendScout24, Financial Times, N24, CineStar, TUfly, Airgamer, Airmotion, Sport1, Kicker, PocketGamer, PocketPicks
- Defining & implementing Squeeze brand values & guidelines & content style for mobile & web
- Overseeing brand adaptation of clients such as Simyo, Orange, Red Bull, The Voice, Vodafone
- Writing specifications & overseeing development of Slide Production CMS & Uploading Tool
- Optimisation of user interface of application download & installation on mobile handsets & website

Achievements:

- Successful launch of Squeeze Germany as part of the Simyo (E-Plus) mobile network in Germany
- Successful launch of Squeeze International as free download from platforms such as Getjar & MOSH
- Delivering automated content ingestion via RSS feeds for Vodafone live! Germany to a very tight deadline

Feb 07 – Aug 07: E-Commerce Production Manager for Eurostar, London

- Managing the E-Commerce Production team (Webmaster, Production Executive, Web Designer, freelancers)
- Overseeing maintenance & regular updates of Eurostar.com for UK, FR, BE, US, INT
- Interfacing with internal departments (IT, PR, CRM, Contact Centre, UK, FR & BE Marketing, Legal) & external content partners (e.g. Disney, Whatsonwhen, Expedia) for online promotions & merchandising
- Planning & supervising future development & editorial releases of Eurostar.com
- Defining & implementing processes & quality assurance for smoother work flow, brand consistency & SEO
- Managing external suppliers (Translations, Copywriting, Web Designers, Developers, Agencies)
- Managing bug & fault resolution between developers, production team & technical service advisers
- Regular stats reports to assess effectiveness of online content in terms of click-through rates & online sales

Achievements:

- Successful editorial relaunch of Eurostar Frequent Traveller pages with no disruption of the daily workload
- Turning work processes from reactive, last minute updates to proactive, ahead of the game content updates
- On average 10% above budget performance of Eurostar.com across all markets

Oct 06 – Dec 06: Mobile Producer for News International, London

- Developing a Java mobile application to make The Sun & News of the World accessible on mobile phones
- Testing the application on a range of handsets, maintaining a bug log, finding solutions to eliminate faults
- Developing the mobile CMS to ensure mobile content is published trouble-free & accurately
- Optimising & publishing headlines, articles, images, slideshows, videos in appropriate format for mobile
- Copywriting The Sun & NotW mobile website: FAQs, Pricing, Jargon Buster, Compatibility, How To Guide

Achievements:

- Successful launch of the mobile application & its accompanying mobile website within very tight deadline
- Successful team management for effective liaisons between editorial & technical teams of The Sun & NotW

June 06 – Sept 06: Copywriter for uSwitch.com, London

Nov 05 – Feb 06: Producer & Editor of MTV:starzine for MTV Networks International, London

- Copywriting, translating, localising, editing content for MTV:starzine UK, DE, FR, IT, ES, NL, ND
- Managing copy & design updates for new competitions & promotions & Starzine closure
- Overseeing & approving designs & builds of advertising agency Glue London
- Weekly & monthly stats reports & project reviews of MTV:starzine
- Qualitative research (e.g. phone interviews) & quantitative research (e.g. online surveys)
- Competition analysis (e.g. other photo blogging / mobile blogging sites, online magazines etc.)
- Linking strategy & marketing ideas (e.g. online forums, directories, PR, media exposure)

Achievements:

- Increase of traffic on MTV:starzine by 300%, subscriptions for MTV:starzine by 160%
- Successful delaunch of MTV:starzine, creating a positive customer experience
- Successful budgeting, e.g. 90% reduction of initial budget for MTV:starzine closure

July 05 – Oct 05: Team Lead Mobile Content Production for Discovery Channel, London

- Nokia / Discovery Pro Cycling Project
 - Overseeing localisation of website & mobile content (wallpapers, SMS alerts, videos clips about Lance Armstrong & Tour de France) for UK, FR, DE, DU, IT, ES
 - Supervising adaptation of video to mobile compatible formats (3gp) & quality assurance
 - Distribution of direct to consumer mobile content via Mobile 365 CMS
 - Compiling statistics from Mobile 365 Application Manager for data reports of mobile content sales

- Discovery i-mode / WAP portal
 - Setting up Discovery mobile portals on O2 i-mode & WAP with Discovery Channel content via Volantis CMS
 - Writing & maintaining Discovery WAP sites (Top Ten, Programme Highlights, Downloads, etc.)
 - Producing mobile TV of Discovery Channel programmes for UK, FR, IT

Jan 05 – Nov 05: Mobile Content Producer for Disney Mobile, London

- Delivery of Disney Mobile content to mobile operators & aggregators across EMEA
- Customer Relationship Management for Disney Mobile content buyers in UK, DE, FR, DU
 - Setting up Disney's automated Customer Service emailing programme 'KANA'
 - Analysis of faulty mobile content downloads through Disney's 'SMS Direct' mobile admin tool
- Writing & localising mobile content (SMS, WAP, i-mode, web, video episodics, product names etc. for e.g. Disney Town, Toontown, H2G2, Witch, Herbie, Muppets, Chicken Little, Goal!, Narnia)
- Writing, localising & maintaining Disney Mobile websites (UK, DE, FR, ES) via Disney's CMS 'Pluto'
- Writing, translating & overseeing localisation for monthly B2B Disney Mobile newsletter

Achievements:

- Successful establishment of business relations for the German market with Jamba & T-Mobile

July 04 – Dec 04: Copywriting, Events Organisation, PR, Marketing for Medialink, London

- Content development for web, print & video (e.g. Channel-S, Henna Wedding, EMEP, Ocean NDC)
- Events organisation & facilitation (e.g. Channel-S launch, Brick Lane Festival)
- Client liaison & new business acquisition (networking, writing tenders, creating presentations)

Achievement:

- Successful PR & Marketing for Brick Lane Festival: 10% increase in attendance

April 04 – Aug 04: Marketing, Arts & Education Administration for Bow Arts Trust, London

March 03 – March 04: Web Editor & Online Communities Coordinator for NMK (www.nmk.co.uk)

Nov 02 – Feb 03: Web Design & Marketing of FLYA (www.flya.co.uk) for Antersite Ltd, London

March 99 – Aug 99: Copywriter for Wunderman (Young & Rubicam Group), Frankfurt

- Copywriting for Bosch, Ericsson, IBM & Xerox: headlines, product names, print ads, direct mail, TV-spots, radio-spots, product brochures, campaigns & concepts

Aug 96 – Jan 99: Apprenticeship in Advertising Business with Ogilvy & Mather, Düsseldorf

- Traineeship in all departments of an advertising agency: client services, traffic, accountancy, print production, media buying & planning, market research, creative

QUALIFICATIONS & ACHIEVEMENTS

March 04 – April 04:	Management & Supervision Skills Course at Community Links, London
July 02 – Jan 03:	City & Guilds Journalism Course (Distinction) at CSV Media, London
Oct 02 – Dec 02:	NCFE Advanced Multimedia Design Course at Lambeth College, London
April 02 & Sept 02:	Dreamweaver & HTML Course at Tower Hamlets College, London
Feb 01 – June 01:	Erasmus Exchange, Communications Studies at Université Paris 10, Paris
Sept 99 – June 02:	BA Hons (2.1) Communications & Media Production at London Metropolitan Uni, London
Aug 96 – Jan 99:	State-approved Advertising Business Certificate (First), Düsseldorf
Aug 97 – Jan 99:	European Marketing & Business Course at Walter-Eucken Business College, Düsseldorf
June 96:	A-Levels (Matric) in Biology, English, German, Philosophy, Maths, French, Hamm

ADDITIONAL SKILLS

- **Languages:**
 - German: native speaker, excellent 'High German' for copywriting, localisation, proofreading etc.
 - English: articulate speaker, excellent writing skills for copywriting, web writing, journalism, etc.
 - French: fluent speaker, good writing skills
 - Latin: Latin Proficiency Certificate
- **IT Skills:** Internet, Windows, Mac Os, Microsoft Office, Microsoft Project, File Maker Pro, HTML, CSS, CMS (e.g. Volantis, Mobile 365, ez Publish, Liferay, customised CMS), Adobe CS5, Adobe Premiere, AVID, Cool Edit, Symbian, Android, WAP, API, SMS, MMS, USSD, GPRS, Bluetooth, QR codes, VAS, LBS, Apps, QA, UX, CS
- **NMK courses:** Copywriting for Digital Media, Successful Presentations, Project Management, Website Effectiveness, Online Communities, Internet Research Methods, Intellectual Property, Linking Strategy, SEO