



Linda Cilliers

Curriculum Vitae

Profession: Publisher/communications strategist/writer/editor

Date of Birth: 16 December 1955

Key Qualifications:

- All aspects of communication strategy conceptualisation and development, utilising optimum combinations of old and new technologies
- Brand identity development
- Budget control
- Journalistic, non-fiction and fiction writing, including features on financial, IT, labour and gender issues, full-length novel, TV documentary scripts, radio writing, Internet writing
- Editing, including technical, non-fiction and fiction editing
- Subediting and page layout
- Publishing, from concept to commissioning, editing, production, budget, etc.
- Production management, including typographic, layout and print supervision
- Translation (English/Afrikaans/English)
- Web content management, including architecture design and web optimisation (see www.oneworldgroup.co.za, www.rccp.org.za)

Experience

Head: Research Publications, OneWorld Sustainable Investments: Design, development and execution of of OneWorld's communication strategies and publication lists, as well as those of projects undertaken by the company—for example, the Southern African Regional Climate Change Programme; products for 2009 include

- www.oneworldgroup.co.za
- www.rccp.org.za
- RCCP eNews, weekly electronic newsletter
- RCCP News, print edition
- Brochures

- *Too Many Degrees: Human Security and Climate Change in Southern Africa*, a documentary made for the British High Commission's South Africa Foreign Country Office
- Preview clips of above documentary (viewed ±2,800 times during December 2009)

Editor, Research Africa: Full range of editorial responsibilities (feature selection, writing, editing, subediting, page layout, budget) for monthly Pan-African science and technology policy magazine and twice weekly electronic newsletter.

Seminar leader, Centre for Film and Media Studies, University of Cape Town Designing and teaching second-year semester course on freelance feature writing.

Lecturer, Institute for the Advancement of Journalism Designing and teaching five-day subediting course for communication professionals.

Project manager/editor: Disabled People SA (DPSA) Managing the final stage of a four-year joint research project undertaken by Sweden's SHIA and SA's OSDP (Offices on the Status of Disabled People), via DPSA, to facilitate, promote and assess the implementation of SA's national disability strategy. The strategy is contained in a White Paper on SA's Integrated National Disability Strategy (INDS).

Publications included:

- *Simplified INDS:* This lengthy and complex document was rewritten, restructured and published in a format more accessible to disabled and disenfranchised people. It was illustrated with cartoons .
- *Journal:* Deconstruction of the SHIA report into separate articles for publication in a high-level, glossy journal.
- *Website revamp*

Consultant, Abraham Kriel Childcare Restructuring website, writing content; editing monthly e-newsletter and quarterly print newsletter; editing annual report; rewriting annual report for website. Writing an e-mail plea for financial help from donors, which this yielded contributions from around the world in excess of R1m within 10 days (2005), and resulted in the launch of the e-newsletter. The results from the original e-mail plea were exponential, with contributions continuing.

Education:

MA (Creative Writing)

University of Cape Town (2008)

Employment Record

veer.com [e-commerce venture by SA Airways (Pty) Ltd] *Senior Editor: Africa*

Drake & Scull (facility management company) *Translator/Editor*

Sanlam Ltd, Bellville *Intranet news writer/internet copywriter*

Newsflash *Journalist/Radio news writer/Sub-editor*

Don Nelson Publishers *Editor*

Media Graphics (SA) (Pty) Ltd (advertising agency) *Production Manager/Copywriter/Translator*

Bates Wells (Diagram) (advertising agency) *Production Manager/Regional Accounts Controller/Copywriter/Translator*

Indicator Project SA – University Of Natal, Durban (sociopolitical journal) *Production Editor/Project Administrator*

Admark Recruitment Advertising, Durban (agency) *Senior Copywriter/Translator*

Butterworth Publishers *Managing Editor (Academic Publications)*

SA Broadcasting Corporation *Radio News Reporter, with some exposure to television*

Publications

Happy Years: A guide for parents Commissioning, editing and project management of book aimed at parents of primary school children on behalf of Abraham Kriel Childcare.

Cape Town International Convention Centre Writing and editing Annual Reports (2005/06; 2006/07).

Books edited *So Close* by Tertia Albertyn, bestseller published by Oshun (2006), short-listed for international Lulu Blooker Prize; *The Girl Who Couldn't Say No* by Tracy Engelbrecht, published by Oshun (2007); *Fast forward to Schoonwater* by Willem Fritz, published by Double Storey (2007)

Features published in

Mind Shift *Reclaiming the Playground*, feature on violence and sport in SA schools (2008); *The Lefty Guitarist Who Heads the GSB*, profile of University of Cape Town's Graduate School of Business Director Prof Frank Horwitz (2005)

Reader's Digest *Identity Theft in South Africa* (2005)

Marie Claire Twelve-part series: *Starting Your Own Business* (2005)
Series: *Cash and Careers* (2005)

Enterprising Women 500pg Publication on women's empowerment vs Black Economic Empowerment (2004); *Seeing the Ability behind the Disability*; *Labour: Are Women Losing Their Foothold?*; *Looking Beyond Equity*; *Home is Where the Heart Shouldn't Miss a Beat*

African Leader Business magazine for SA's Black Management Forum (2005)
Profile: Education Minister Naledi Pandor; *Business Tourism*; *Now That The Honeymoon is Over: Is public confidence in SA's social and economic governance on the wane?*; *The Charge of the Bull Elephant: Profile on Mzokhona Mvemve, one of SA's first black wine makers*; *The Struggle Continues: Women in the Financial Services Sector*; *Investing in Women: The Key to Future Sustainability*; *Banking the Unbanked: Getting SA's Poor into the Banking Fold*

Acumen *Phumzile Mlambo-Ngcuka: Profile on (then) Minister of Minerals and Energy Affairs* (2003); *Joining the Mainstream: SA's progressive policy on disability* (2003); *Brenda James: Profile on Orient Express Hotels' African Collection marketing director* (2003)

Khanya Magazine for teachers in Western Cape, focused on technology in education
Getting our Children Back: Technology in Special Needs Education; *Safety in Schools* (2005)

Locum subeditor for *Research Africa; O Magazine; Femina; Elle Deco; Elle; Glamour; Fairlady; Home*, among others

Art critic for Die Burger

Editor and translator for Reader's Digest Kersfees: Afrikaans version of annual Christmas magazine (2004)

Essay in Cape Times and Laugh it Off: Hansie Killed my Mother (2004/2005)

Miscellaneous articles and activities

Where opportunity knocks: The case for private equity investment in SA (Financial Mail, 2003)

The story of alpha olefins: Oil giant Sasol's production of linear alpha olefins as a by-product in their coal-to-liquids process (SA Process Engineer, 2002)

The Artist of Small Things and Big Thinking: A profile on internationally acclaimed artist Paul du Toit (The Property Magazine, 2003)

Big Brother is Watching You: The threat to individual privacy posed by RFID technology (The Big Issue, 2003)

The savage pencils: SA's burgeoning cartooning networks (The Big Issue, 2003)

The M-Web Companion: An easy-reading instruction book for entry-level Internet users (Tafelberg Publishers, 2002)

M-Web (local ISP): Series of online tutorials (2002)

Code Breaker series of adventure stories and riddles, and series of Afrikaans children's poems to explain the letters of the alphabet (family magazine Huisgenoot, 2003)

Picasso Headline: Commissioning editor for Acumen, Fine Living, Global Trade and SA Process Engineer (2001/2002)

Cape Town Opera: Web editor for CTO website (2001/2002)

Languages:

English, Afrikaans, German (basic)