

CURRICULUM VITAE

***Katherine Findlay
(nee Edge)***

Contact details :

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General Information:

Date of Birth: 13 September 1984
I.D. No. 8409130177087

EDUCATION

QUALIFICATIONS

Freelance writer, digital and social media consultant May 2012 - current

The Publishing Partnership as Digital Manager. April 2011 – May 2012

MXit Lifestyle as a Content Coordinator. September 2010 – April 2011

ResAfrica as a Product Developer, Travel Writer, Social Media Manager, Project Manager and Video Producer/Coordinator. August 2007 – September 2010

Varsity College Business Management Diploma covering *PR, HR, Corporate Strategy, Finance and Marketing* 2007 – 2008.

University of Cape Town 2003 – 2005
Bachelor of Arts in English, Media and Visual Arts. (Triple Major)

Springfield Convent School Matric 2002

INTERESTS

My interests are:

- Walking on the beach or in forests with my dogs.
- Photography
- Cooking
- Travel
- Wine tasting
- Dancing
- Reading

EXPERIENCE (details)

Specialties

Digital: Digital strategy, content strategy, social media campaign management, film production, event coordination, content management, content provisioning, CMS structure and management, web design and site launching.

I speak MXit, Twitter and other social networks' lingo.

Facebook, Twitter, MySpace, Pinterest, Youtube, StumbleUpon, Google+ and blogging are all part of the social networks that keep me glued to the virtual world.

Writing: Blog copy, press releases, event invitations, business writing, travel writing and general copywriting.

Event Management: I have a feel for up and coming events and dates, launches and exciting information. I am able to project manage an event from concept to completion.

I am extremely organised and always willing to learn something new.

Current

Freelance writer and copy editor, digital and social consultant for Edge Digital (www.edgedigital.co.za). Clients include X-kit Achieve at Pearson Publishing, Siyabona Africa, Robyn Roberts Bridal Wear, Manna Epicure Restaurant, The Publishing Partnership and others.

Owner and event manager of Salted Caramel catering and meal supply company (www.saltedcaramel.co.za).

Previous

Digital Manager at The Publishing Partnership (TPP). TPP publishes a number of in-house magazines for well-known brands such as Jet Club, MTN, Private Edition and Obrigado. As Digital Manager I was responsible for Digital department of TPP's main client; Jet from the Discount Division of Edcon, maintaining the digital presence of the brand.

Duties and Responsibilities:

- Managing the **effective deployment, implementation and updating** of the Jet **web and mobi sites, Facebook and Twitter** accounts. Project management of the launch of the Jet website; www.jetonline.co.za and blog; www.myjetonline.co.za.
- Originally employed to also manage the **Legit** and **Discom** platforms which were then handed over to other digital managers as the platforms all grew.
- Ensuring that the content across all **digital platforms was updated** fully once a month with new and relevant content, and aesthetically weekly.
- **Client relationship management**, working with the Edcon brand managers to ensure all requests are implemented timeously and on brief.
- Managing the **creation, development and scheduling** of the brand's newsletters.
- Developing relevant **digital growth strategies** across Facebook, Twitter, web and mobi platforms.
- **Designing, planning and implementing digital launch and growth strategies.**
- **Implementing PPC** campaigns on Facebook and other online advertising.

- Ensuring that **administrative functions around content** are maintained, including content provisioning processes, updates, reporting and invoicing.
- Managing and working with relevant **budgets**.
- **Managing a team of 4**; 2 web designers and 1 content editors, 1 sub-editor.
- **Reporting monthly to client at Edcon**, presenting growth graphs and campaign results as well as growth strategy.

Skills:

- People management – managing the Edcon digital team, working within the TPP management team and managing relationships with the Edcon client
- Digital strategy development and signoff and implementation.
- Product development and brand strategy – careful study of product and service development
- Time management – allocating sufficient time to each of the brands’ as well as the needs of the digital team
- Basic knowledge of HTML and XML
- Knowledge of web design layouts
- Attention to detail
- Meeting deadlines
- Good inter-personal and communication skills
- Team player in a fast paced pressured environment
- Strong-willed – able to identify and insist on necessary improvements
- Energetic, passionate and willing to learn
- Passionate writer
- Enthusiastic learner – implementing ideas sessions and talks to ensure the team is up-to-date and well versed in current digital developments

Previous

Content Coordinator, at *MXit Lifestyle*. MXit Lifestyle owned MXit an instant messaging platform that runs on various cell phone devices. At the time, MXit had over 27 million users and was South Africa’s biggest home-grown social network. Aside from various chat rooms MXit also has a section called Tradepost where users can find games, music, wallpapers, skinz, videos, ringtones, competitions and more. My main responsibilities are orientated around the traffic management of Tradepost and the various ‘channels’ also found on the network.

Duties and Responsibilities:

- Co-ordinating the **effective deployment and implementation of local and international content (ringtones, wallpapers, adverts, games etc) and content-related services** on the MXit platforms around the world
- Ensuring that **administrative functions around content** are maintained, including content provisioning processes, contractual updates, reporting and invoicing
- **Promoting and selling content by writing engaging copy** that also ensures that the users have an enjoyable and user-friendly experience
- Ensuring quick **turnaround time** from content acquisition to content deployment
- Ensuring content is properly **classified, correctly rendered/formatted** and tested prior to being deployed on MXit (maintaining quality and consistency throughout)
- **Performance management** of content and content sales

- **Liaising and working with providers' technical / creative teams** (some of the content providers include Media24, Ramsay Media, Gameloft, Thumbtribe and LighterTraffic)
- Coordinating content **traffic** between business- and creative-focused teams
- Coordinating the **promotion of content**, including scheduling of splash advertising and broadcast messaging for content
- Manage client reporting and invoicing queries
- Ensure content providers' content roadmaps for MXit are properly managed for optimal revenue generation

Skills:

- People management – working in small and large teams and managing relationships with external content providers
- Product development and brand strategy – careful study of product and service development aiding the content managers and head of department in optimising content
- Usability – working understanding of MXit usability
- Knowledge and exposure to various multimedia formats (web / mobile) including image files and formats, audio files and formats and video files and formats;
- Knowledge of HTML and XML
- Attention to detail
- Meeting deadlines
- Good inter-personal and communication skills
- Team player in a fast paced pressured environment
- Strong-willed – able to identify and insist on necessary improvements
- Energetic, passionate and willing to learn
- Passionate writer

Previous

Travel Writer, Product Developer, Project Manager, Social Media Coordinator and Video Producer/Co-Ordinator at **ResAfrica**. **ResAfrica** is a relatively small, yet fast growing, travel-related company that owns and manages a number of websites including www.roomsforafrica.com; www.simplytravel.co.za, www.wininganddining.co.za. At the time ResAfrica also had a working relationship with Small Screen Productions www.smallscreenproductions.co.za (now known as Trilogy Media <http://www.thetrilogy.co.za/>) for whom I acted as a project manager, producer and scripter writer.

I did not have a specific job title during my time at ResAfrica and rather had to fulfil a number of positions (hence the job title). Originally hired to write for the restaurant website www.wininganddining.co.za I soon took on the role of Video Producer and Social Media manager for Small Screen Productions, an in-house film production company that specialises in short films for the internet.

A few of the major projects involved in for ResAfrica:

- **Writing, planning, producing, managing and co-directing** an augmented reality game(ARG) on **Facebook** called “Catch Roman” (DVD available on request) which required filming in multiple countries (South Africa, Namibia, Mauritius, etc.) and running the game over **Facebook and Youtube**.

- **Producing, scripting, writing, managing the artwork and graphic design and co-directing** “Portal to South Africa” DVD and the “Portal to Southern Africa” DVD, which cover all major cities, towns and sights in South Africa and in Namibia, Mauritius, South Africa and Zanzibar through an interactive map with over 160 videos on each DVD.
- **Co-producing and script editing** for short film: “Joe Gets It All”, a 2 minute film about a character called ‘Joe’ who loses sight of the important aspects of life and is reminded of them again through a chance encounter with a ‘hobo’.
- Setting up, writing majority of content and providing still photographs for several websites: Wining and Dining restaurant portal (www.wininganddining.co.za); Indian Ocean Travel Website (www.simplytravel.co.za); African Adventure website (www.stayinafrica.com); and Rooms For Africa (www.roomsforafrica.com)
- **Management of film crew and equipment for all local and international shoots** including trips around South Africa, Namibia, Mauritius and Zanzibar. Setting up film trips - from travel arrangements, to booking tours, liaising with travel consultants and organising visas and film permits.
- Writing and scripting of all voice-overs for videos.

Skills:

- Managing people
- Writing - from short scripts for film to longer travel-related articles
- Efficient time management
- Dealing with local and international planning authorities
- Dealing with local and international travel authorities
- Co-ordinating film permits and travel documents on very short notice
- Working with a variety of high-end clients and establishments, from 5-star hotel chain owners to CEOs of major companies such as Hertz and the Three Cities Group
- Managing and producing voice-overs in collaboration with voice-over artists
- Experience in all areas of film making, including photography, camera work, directing, lighting, etc.
- A variety of film experience, from adverts to short-films and feature lengths
- Creating online viral content, including a live-action augmented reality game (ARG)
- Blogging and social media - working understanding of social media campaign management - Facebook games, groups and fan page set-up, online reputation management.

Further Social Media Experience:

- I also completed a 3 month stint contributing to a blog for the 2010 summer edition of the Kleine Zalze Wine Estate competition called www.fortheloveofwine.co.za where I came 3rd overall and won one of the challenges.