CURRICULUM VITAE

Katherine Findlay
(nee Edge)

Contact details :

Residential and Postal Address:
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General Information:

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

EDUCATION

QUALIFICATIONS

Owner, Digital project manager, social media consultant and copywriter for *Edge Digital*
May 2012 – current

Chef and owner of *Salted Caramel Catering and Meal Supply company*
May 2012 – December 2012

Digital Project Manager at *The Publishing Partnership*
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

Specialties

Web: Digital project management, digital strategy, content strategy, content management, content provisioning, CMS structure and management, website design and site launching, staff training.

Social: Social media campaign management across various social platforms. Management and strategy of social media campaigns, content roadmap development, social media training, PPC campaign management.

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

EXPERIENCE

Currently self-employed as a freelance digital project manager, social media consultant and copywriter/ editor as Edge Digital (www.edgedigital.co.za).

Portfolio currently includes:

Social Media Platform management and training for *Pearson Publishing* running the X-kit Achieve and Smart-Kids Facebook pages
September 2012 - current
https://www.facebook.com/XkitAchieve
https://www.facebook.com/SmartKidsSA

Copywriting of press releases and articles for *Go4Word* for clients such as Checkers, Spier Wine Estate, The V&A Food Market on the Wharf
February 2013 – current
http://go4word.co.za/

SEO, Google Adwords and newsletter campaigns for *Coolaroo*
June 2013 – current
www.coolaroo.co.za

PREVIOUS SELF-EMPLOYMENT:

Digital Project Management of *Edgars Club website* and social media platforms *for John Brown Media*
October 2013 – March 2014
www.edgarsclub.co.za

Project management of Afrika Tikkun website changes and newsletter campaigns for *Digital4Good*
November 2013 – February 2014
www.afrikatikkun.org

Digital Project Management and website design consultation of the new BeautySouthAfrica.com website for *The Publishing Partnership*
May – October 2013
http://www.beautysouthafrica.com/

Copy writing, media liaison and event management for *Net Prophet Conference*
May 2013
www.netprophet.org.za

Social Media and Website Management and Training for *Manna Epicure Restaurant*
July 2012 – January 2013
www.mannaepicure.com

Social Media Training for *Robyn Roberts Bridal Wear*
August 2012
www.robynroberts.co.za

FULL TIME EMPLOYMENT:

Digital Manager for Jet at *The Publishing Partnership (TPP)*. As Digital Manager I was responsible for the digital department of TPP's main client; Jet from the Discount Division of Edcon, maintaining the digital presence of the brand.
www.jetonline.co.za
www.myjetonline.co.za.

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 were orientated around the traffic management of Tradepost and the various 'channels' also found on the network.

Project manager, Travel writer, product developer, social media coordinator and video producer/coordinator 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 script writer.

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.
- 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'.
- 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.