



ERICA KLEINE

**WRITER, EDITOR, INSTRUCTIONAL DESIGNER & COACH
DIGITAL MARKETING SPECIALIST & CONTENT CURATOR
STRATEGIC CONSULTANT, PROJECT & EVENT MANAGER, ENTREPRENEUR**

PROFILE

Besides my wide-ranging communications & marketing background, I also have extensive experience as a strategic consultant (specialising in CSI), project and events manager, and entrepreneur. I started my career as a copywriter, and have since added a variety of other communication formats to my skill set across a wide range of media and sectors.

PERSONAL

LANGUAGES: English, Afrikaans
DOB: 04 November 1971
NATIONALITY: SA Citizen
DRIVER'S LICENCE: Code 8 (Light Motor Vehicles)

EDUCATION

- '90-'92 **University of KwaZulu-Natal, Durban**
BA (English & Psychology)
- Stellenbosch University**
'07-'10 (Part-time or Short Courses)
- Web Communication: Electronic Paper
 - Designing & Writing Web Texts
 - Writing for the Media (Level I)
 - Using Graphic Design to Communicate
 - Children's Book Illustration

PART-TIME/SHORT-COURSES ('90-'21)

AAA School of Advertising
Copywriting

Cape Peninsula University of Technology

- Freelance Journalism
- Scriptwriting for Film & Television

Bush Radio
Radio Production & Presenting

City Varsity Cape Town
Basic Photography

Inspiring Women Network
Leveraging the Power of the Internet Workshop

CONTACT (CLICK FOR LINKS)

I am based in Diep River, Cape Town, SA
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<https://za.linkedin.com/in/ericakleine>
Powtoon CV: 'Erica Kleine... or, why you should hire me'

I OFFER

To facilitate, inform, inspire, motivate and promote using my communication, organisational and managerial skills. I thrive in creative, constantly evolving and challenging environments.

STRENGTHS

I excel at working co-operatively and collaboratively with colleagues to connect people and opportunities. I am passionate about collecting the information and resources needed to produce amazing outputs, and curate standard-setting, unique creations.

Deloitte Digital Design
UX Design Short Course

Udemy, Masterclass, Domestika & Hubspot Online Courses
Life Coaching, Digital & Content Marketing, SEO, Infographics & Data Viz, Illustration, Blogging, Photography, Film

Kennesaw State University, Atlanta (via Coursera)
Business Model Canvas: A Tool for Entrepreneurs & Innovators

Simply Put Consulting
Social Media Workshop

UCT Graduate School of Business (Bertha Centre)
Becoming a Changemaker: Intro to Social Innovation MOOC)

KEY SKILLS & COMPETENCIES

- Writing, editing, sub-editing & proofreading: Instructional Design, above- & below-the-line copywriting, media liaison, promotion, PR & marketing, newspaper & magazine writing, digital/social content marketing (incl. SEO), website & blog design, corporate & internal communications, scripts, textbooks.
- Digital publishing/content production & editorial management (including traffic & studio direction).
- Event & project conceptualisation, incubation & operational management (specialising in SMMEs, informal or street traders/vendors & high-end exhibitors in informal retail settings/markets / exhibitions & eventing environments).
- Strategic & creative consultation & innovation (including high-level planning & disruptive processes).
 - Project conceptualisation, incubation & operational management.
- General business & operational management.

OTHER EXPERIENCE INCLUDES

- HR & team management (recruitment, management, training & development).
- New business development, sales, customer relations, client liaison.
 - Revenue & finance management.
 - Radio production & presenting.
 - Photography, design & illustration.
- Public speaking, hosting talks & workshops

AREAS OF SPECIALISATION

- The creation of content for/editing of niche articles & publications (printed and electronic).
 - The setting up/management & promotion of exhibitions & special market-related events.
- Consulting for venues/outlets/organisations wishing to incorporate traders/SMMEs into their activities.
 - Organising & co-ordinating expo's/workshops/speakers/lectures etc.
 - Advising & mentoring entrepreneurs who are operating their businesses in market/exhibition/informal trading type settings, especially individuals/businesses needing better exposure & marketing.
- Keeping track of global lifestyle & technology trends so as to offer a comprehensive, cutting-edge service.
 - Producing marketing/digital material to assist individuals/businesses achieve greater exposure & market-share.

RECENT WORK EXPERIENCE

VARIOUS CLIENTS: Digital Content Creation/Curation & Marketing

(Independent Contractor: October 2018 - Current)

Developing digital & content marketing & strategies, building websites in WordPress, creating/curating content for clients in the eco-awareness, MICE & coaching sphere.

INSTRUCTIONAL DESIGNER/PRODUCT OWNER

(Permanent: September 2017-May 2018. Contractor: June 2018-Current)

LRMG Performance Agency & Moore Global

As an ID/Product Owner I applied my writing, language, creative & project management skills to devise digital, animated and blended learning solutions for my clients.

STRATEGIC CSI CONSULTANT/PROJECT MANAGER (Contractor)

Metropolitan Health Group/MMI Foundation (March 2014 - end-2017)

Oversight & management of various MH/MMI-funded projects including the Suurbraak Community Development Trust.

In 2014 I was sub-contracted to the South African Growth Institute (SAGI), a CSI vehicle funded by the Metropolitan Health Group. I worked with SAGI on a number of MHG/MMI sponsored projects, including the management of a Mobile Vending Unit (MVU) initiative consisting of 16 informal traders based in Adderley St, Cape Town. During this time I also contributed to other SAGI-run projects, i.e: the Suurbraak Community Development Trust & Ukamva Ubomi. I was appointed by SAGI as Project Manager to an MMI-sponsored initiative: the Mount Arthur Girls' High School (Eastern Cape). This involvement led to my appointment by MMI International's CEO in February 2016 as CSI Consultant & Project Manager, taking over the running of SAGI's projects on contract until the end of 2017.

INSTRUCTIONAL DESIGNER (Contractor: August 2015-April 2017)

MANAGING DIGITAL EDITOR/SENIOR CONTENT WRITER (Jan-Oct 2013)

Cognician Self-Coaching & eLearning Platform

Aug '15-April '17: Instructional designer: creation of e-learning content.

Jan-Oct '13: Creation and curation (including writing/editing) of internal and external content. Co-ordination & supervision of a team of writers/content creators, assistant editors, content architects, designers & account managers.

As an Instructional Designer I created content for a self-coaching, self-paced eLearning platform called Cognician that services a number of local and international clients. In both this role and as Digital Editor my responsibility was to ensure a high level of accuracy & quality in the conceptualisation, creation, production, execution & curation of content for internal & external clients. I also contributed to the company's strategic framework, decision-making, planning and the implementation of appropriate content strategy. As Digital Editor I also managed, mentored & guided a team of content creators & curators (including writers, editors, proofreaders, researchers, archivists & coders). I was responsible for the project management, traffic & production functions (including planning, scheduling & overseeing) related to internal & external projects of varying scope. I also contributed towards conceptualising, developing & implementing the appropriate content 'voices', style requirements, language conventions & best practices across all projects & clients (both internal and external).

Sample Portfolio (click for links)

[Portfolio: Behance](#)

www.ericakleinecommunications.yolasite.com/

www.roseryan.com

www.regentassay.com

www.ccconferencecentre.co.za

www.regenerate.agency

www.distancehealingnetwork.co.za

www.the2nd.life

www.wheretostay.co.za

www.cognician.com/#custom-solutions

www.notjustaprettyfac3.wixsite.com/terroirsaguide

OTHER WORK EXPERIENCE

Community Chest Carnival (Jan-Feb '15)

Stallholder & Provisions Manager (Contractor)
Identifying, procuring & managing stallholders/vendors; provisions ordering, requisition & stock issuing for Carnival.

Muizenberg Improvement District (May-Dec '09)

Media liaison and PR writing for the purpose of raising Muizenberg's profile (short contract).

Achievement Awards Group (May '06-Dec '09)

As Senior Copywriter I did extended periods of contract work for AAG specialising in human performance improvement (incentive programmes). Clients included SARS and Sanlam (e.g. direct marketing and financial copywriting for its Reality programme). My work also included writing and populating web content.

Virgin Life Care ('05 - short contract)

Wrote in-depth set of member wellness profiles.

Independent Newspapers ('03 - short contract)

Wrote advertorial features (Commercial Features Department).

Bush Radio (Community Station)

(Jan '98-Jan '01 - volunteer position)

Trained as a presenter and producer, & worked on a live weekly children's show in 2000. Assisted with production of several shows on health issues. Represented Bush on British Council-sponsored UK trip (2000) visiting community radio stations & media organisations there. Attended a local cross-cultural seminar with delegates from Northern Ireland, organised by the CT Trauma Centre, on the effects of violence on youth development.

Wright & Nuttall Ad Agency (Jan '96-Jan '97)

Through-the-line Senior Copywriter. Worked on a range of above- and below-the-line & direct-mail advertising: print, radio, cinema, television, mailers, brochures, leave-behinds, in store material, competition/promotional material, detail aids, dosage indication cards etc.
Mainly pharmaceutical.

3-D Advertising - now Publicis (Aug '93-Sept'95)

Below-the-line Junior Copywriter. Design & promotions activity: packaging, promotions & competitions, radio spots, print leaflets, internal-company reports, newsletters, editing & proofing, layout with designers. A wide range of accounts, including blue-chip FMCG corporates.

Leisureplan (March-July '93)

CD-ROM dev company catering for travel & leisure industry. Assisted with management & recruitment of staff. Editing, proofing, copywriting, client liaison, questionnaire development, data capture.

Additional Work

Authored textbook for Pearson Education (Maskew-Miller Longman) in the FET College series: 'Business Practice' Level 2, Grade 10 (published 2007).

Other companies/organisations for which I've done work include:

- Trialogue Publications (CSI-Handbook, e-Business Handbook)
- The South African Institute for Entrepreneurship (SAIE)
 - Impumelelo Social Innovations Centre
 - nlighten Customer Experience Consultants
 - World Wildlife Fund (WWF)
 - Valiant Media (boutique Cape Town publisher)
- Cape Media Publications (Leadership, Opportunity, Black Business Quarterly, Achiever, Blue Chip, Explore South Africa)
 - Mafube Publishers (Enterprise Magazine)
 - Isikhova (SA Jewellery News)
 - Virgin (Virgin Life Care)
 - Independent Newspapers (Commercial Features)

Besides doing features, media releases, investigative pieces, reviews and reporting, I've written many commercial features (advertorials), and marketing/direct marketing, general public relations and internal communication pieces. I also write digital and social media content.

I've sub-edited Leadership & Explore magazines, and proofed the 2003/2004 eBusiness Handbook, the 2013 'World's Greatest Cycle Tour' collectors' book, and the 2014 Mercedes-Benz 60th Anniversary in SA commemorative collectors' book.



- Creative, confident, motivated, mature, tenacious, eternally curious.
- Voracious appetite for knowledge: excellent research capabilities.
- Excellent communication skills: spoken, written & visual.
- Decisive and practical, lateral thinking.
 - Pay close attention to detail: systematic, thorough and highly organised.
- Good interpersonal and leadership skills.
- High level of interest in global affairs and trends: well-informed/wide general knowledge.
- Work well under pressure, alone or in a group: excellent management abilities – especially WRT groups of people..
- Highly adaptable/flexible – solutions-oriented: enjoy challenges, variety and taking responsibility for self & others.

REFERENCES

- Ian Davidson (Director, Ian Davidson Communications):
ian@idc.agency, +27 72 564 6423
- Leanne de Waal (Senior Instructional Designer, Elite Inc.)
dewaalleanne@gmail.com, +27 79 102 4569
- Don Gloy (Director, Rock, Paper, Scissors Marketing)
Don.Gloy@outlook.com, +27 71 487 4587
- Barry Kayton (CEO, Cognician Inc.): barry@cognician.com
(Barry is based in California, so email is best)

HONOURS AND ACCOMPLISHMENTS

- Conceptualised, launched and ran my own specialist lifestyle market event company & consultancy employing 10+ staff & offering trading & marketing opportunities to 1000s of informal traders (1997-2012).
- Shortlisted for the Academic & Non-fiction Author's Association of SA (ANFASA) AGSA grant (2010).
- Hiked 300km of the El Camino (Santiago de Compostella) in Spain (2004).
 - Selected to represent Bush Radio in UK on a British Council-sponsored fact-finding trip (February 2000).
 - Winnifred Wilson Bursary (1991 & 1992).
 - Durban City Council Bursary (1991 & 1992).
- Afrikaans-Nederlands Academic Achievement Prize (1991).
 - Dean's Commendation (1990).
 - Emma Smith Bursary (1990).
 - Honours for Academics (1989).

COMMUNICATIONS BACKGROUND

Since 1993 I have worked as a communications practitioner: copywriter, writer, journalist, author, editor, proofreader, scriptwriter, instructional designer and content producer.

Besides working for many years in the advertising and marketing industry, I have also written for and edited in an extensive variety of mediums, on subjects including: entrepreneurship and business, education, human performance and motivation, personal development and coaching, travel, lifestyle and design, ICT, Corporate Social Investment (CSI), literary reviews, biographical profiles, environmental issues, and health and wellness.

“ System D ”

My main professional aim is to provide people with information and options for living more productive, authentic, enjoyable, fulfilled and healthier lives.

Besides my communications work, a niche area of focus for me in my career has been the informal economy (or 'System D'). I've worked in this arena to create and execute solutions for mainly subsistence-oriented entrepreneurs who run small and micro-enterprises (SMMEs).

To this end I've specialised in the conceptualisation, marketing and management of market and exhibition events, and informal trading solutions that provide platforms and outlets for SMMEs and entrepreneurs to showcase, promote and sell their products and services.

A large part of what I do involves the promotion and facilitation of these entrepreneurs. One of my main objectives has been to initiate and provide more efficient, credible and commercially viable outlets and tools for them to launch, bootstrap, operate, promote and expand their businesses.

Since 1997 I've launched & run various artisanal and lifestyle markets & exhibitions:

- Holistic Lifestyle Fair (Observatory & Gardens)
- Streetopia Market hosted by Afrikaburn (Observatory)
- Community Chest Carnival Lifestyle & Artisan Market (Maynardville - Wynberg)
- City of Cape Town Heritage Week 'Local is Lekker' Market
- City of Cape Town CT Summer Market (Lifestyle Section)
 - River Club Boutique Market
 - Kalk Bay Fresh etc Market
- The Vintage Fair (Old Biscuit Mill, Woodstock)
 - Muizenberg Community and Kite Festivals
 - Obs Street Festival Market
 - Noordhoek Farm Village Craft Market
 - Lifestyles on Kloof Organic Food Market
 - Art of Living Festival Farmers' Market

I also consult for clients wishing to host SMME vendors, e.g.:
Home Improvers' Expo, V&A Waterfront, Artscape Theatre, Tygervalley Centre, Lifestyles on Kloof.