

PERSONAL INFORMATION

SURNAME Theron

MAIDEN SURNAME Jansen van Rensburg

PREVIOUS SURNAME Agrella

NAMES Jacoba Adriana (Adri)

IDENTITY NUMBER 650720 0007 084

DATE OF BIRTH 1965/07/20

SEX Female

MARITAL STATUS Married

NATIONALITY RSA citizen

HOME LANGUAGE Afrikaans

OTHER LANGUAGES English (fluently)

German (rather fluently)

HEALTH Good

ADDRESS KLERKSDORP

TELEPHONE NUMBER 018 468 8685 (home)

083 441 7754 (cell)

LEISURE ACTIVITIES Fitness, reading, writing and horse care.

LINKEDIN PROFILE https://www.linkedin.com/in/adri-theron-

47796a9b/

EDUCATIONAL QUALIFICATIONS

LAST SCHOOL High School Ellisras

HIGHEST STANDARD PASSED Matric

DISTINCTIONS German

LEISURE ACTIVITIESAthletics, netball, school choir, artist for

the school journal

TERSIARY EDUCATION

UNIVERSITY Rand Afrikaans University (UJ)

DEGREE AND MAIN SUBJECTSBA Languages (Ed): German III, English

III, Pedagogics III and Northern Sotho I

LEISURE ACTIVITIES Karate, squash, badminton and Serenade

Group

UNIVERSITY UNISA

SUBJECTS Industrial Psychology III: 1994

DEGREE Honours in Industrial Psychology: 1998

OTHER COURSES

Advanced editing course in Afrikaans and

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English

• Office: Word, Excel, Outlook, Publisher etc.

 Adobe Creative Suite: Photoshop (Advanced)

Corel Draw (advanced)

Frontpage (advanced)

• Corporate Communication

Translation

Editing

• Production of a newsletter

Photography

 Many other computer and other courses (certificates available) as well as several IIR Employee and Corporate Communications Conferences SA Vryskutskrywer – passed exam with 94% in

February 2020 New Horizons

Damelin: June 2007

New Horizons New Horizons

University of Stellenbosch University of Stellenbosch University of Stellenbosch

Technikon SA

University of the Free State

PROFILE

I am an expert in managing communication, advertising and media projects, from concept to publication, with more than 25 years of experience as a writer, editor and translator.

I provide expert advice in solving communication and advertising challenges.

Proven linguistic proficiency in both Afrikaans and English, with a strong focus on the correct use of language.

Excellent writing skills.

Used to interacting with and working at top level with directors, executive managers, business leaders and government officials.

Proven ability to work individually – highly self-motivated.

Maintain utmost levels of confidentiality.

I was honoured with the annual General Manager's Award at Suidwes in 2008/2009 for my contribution to the company's success in the area of communication.

EXPERTISE

Managing and compiling communication and marketing communication strategies.

Managing of media/communication/marketing communication projects.

Digital publications: Planning webpage and e-newsletter layout, managing content, writing content and manage publishing.

Marketing and marketing communication: Editorials, advertisements and advertorials.

Developing and implementing of corporate identity.

Writing/rewriting of reports (companies' annual reports and technical agricultural articles) and copy for communication and marketing communication projects.

Editing of copy (Afrikaans and English).

Translation of copy from Afrikaans to English and vice versa.

Liaising with writers, doing research or interviewing people in order to write articles and copy for communication or marketing communication products.

PROFESSIONAL EXPERIENCE

JUNE 2014 - FEBRUARY 2019

Senior Project Manager at Infoworks

- Responsible for <u>all annual reports and their by-products</u> (e.g. notice, advertisements, interim results etc): Managing project, doing all editing, writing and rewriting, proofreading, quality checking etc) for clients like NWK, Grain SA, VKB and TWK up till publication and closing of file.
- Responsible for all special publications (like commemorative books for Protein Foundation, the Winter Cereal Trust and Grain SA's History Book – an online book) up till publication and closing of file.
- Responsible for <u>SA Graan/Grain</u>'s editing for four years, as well as other publications (like *KLK Gesprek*) and other products (brochures etc.).
- <u>Writing articles</u> for SA Graan/Grain, as well as the Grain Guide, NWK Arena etc.
- Responsible for the <u>publication of SA</u>
 <u>Graan/Grain's series on the web</u>, which included translation and editing, preparing the series' layout on the web as well as the text for web. As well as other translation projects.
- Responsible for the <u>Grain</u>
 <u>Guide/Graangids</u>, which is an annual supplement to SA Graan/Grain of ± 200 pages: Planning, presenting to editorial team, liaising with writers, rewriting, editing, translating, proofreading etc. up to publication and closing of file.
- Responsible for <u>NWK's bimonthly e-newsletter</u>, <u>NWK Actual</u>, from planning to publication, which includes initiating articles, writing or rewriting thereof, preparing them for publication and see to it that the newsletter is put together and published.
- Other <u>smaller publishing projects</u> and websites.

AUGUST 1999 - MARCH 2011

Editor: Ons Eie and Esprit de Corps:

 Manage total function with reference to corporate magazine and personnel newsletter (content and look and feel) from budgeting, writing, liaison, writing of articles to report-back,

debtors, research and managing and development of personnel (my assistant and agents). I also handled the design and production of the newsletter in-house.

- Editing of the Board of Directors' packs as well as other important external communication by them.
- External communication.
- Manage a project in 2004 in respect of communication research in the company; also <u>put together the</u> <u>communication strategy</u> and handled the execution thereof.

30 JUNE 1993 - AUGUST 1999

Officer: Publications (Liaison Department: Formerly Suidwes Co-operative Limited and later Suidwes Investments Limited):

- Corporate Identity: Involved with design process of logo and compiled a Corporate Identity manual afterward and the management and roll-out thereof (advertisement design, clothing, promotional items etc.) as well as press releases and news releases, assisted by the Managing Director) (until April 1999).
- <u>External liaison</u>: Do presentations to Managing Director regarding projects to promote the company and execute. (until April 1999).
- Plan, coordinate and execute exhibitions: (until April 1999).
- Responsible for editorial and technical content of publications: Corporate newsletter: Planning (budgeting as well), write, marketing and reporting. Also responsible for design of personnel newsletter which I did on my own.

1 NOVEMBER 1992 - 29 JUNE 1993

7 JUNE 1991 - 30 OCTOBER 1992

16 JANUARY 1991 - 6 JUNE 1991

Trainee Officer: Publications

Clerk Asset Administration

Temporary position

PREVIOUS EXPERIENCE	
EMPLOYER	Transvaal Educational Department
INSTITUTION	Jeugland High School Teacher (May to December 1990) English standards 7 and 8. Mark matric end exam papers: Nov - Dec 1990 (English) High School Ellisras Teacher (1 January 1988 to 30 April 1990) English: Standards 7 and 8 Mark matric end exam papers: Nov - Dec
	1989 (English)