

Curriculum Vitae

JA Theron

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 ACTIVITIES	Athletics, netball, school choir, artist for the school journal
<u>TERSIARY EDUCATION</u>	
UNIVERSITY	Rand Afrikaans University (UJ)
DEGREE AND MAIN SUBJECTS	BA 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
<u>OTHER COURSES</u>	
• Advanced editing course in Afrikaans and 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. • <u>Responsible for all special publications</u> (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's editing for four years</u>, as well as other publications (like <i>KLK Gesprek</i>) and other products (brochures etc.). • <u>Writing articles</u> for <i>SA Graan/Grain</i>, as well as the <i>Grain Guide</i>, <i>NWK Arena</i> etc. • Responsible for the <u>publication of SA 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 Guide/Graangids</u>, which is an annual supplement to <i>SA Graan/Grain</i> 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, 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 and websites</u>.
AUGUST 1999 - MARCH 2011	Editor: <i>Ons Eie</i> and <i>Esprit de Corps</i>: • <u>Manage total function with reference to corporate magazine and personnel newsletter</u> (content and look and feel) from budgeting, writing, liaison, writing of articles to report-back,

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)
INSTITUTION	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)