

Elsibe Loubser McGuffog

Writer * Editor * Trainer * Artist

Curriculum Vitae, May 2011

Please view examples of my work on my website: www.elsibe.co.za

PRESENT OCCUPATION

Classification: self-employed media entrepreneur and independent contractor

My generic roles are:

- Media and writing consultant.
- Features writer and editor.
- Lecturer to journalism students for the subjects sub-editing and feature writing.
- Creativity coach (I offer workshops that are my own product and designed to inspire creative living, thinking and writing, with a focus on magazine feature writing, fiction, narrative non-fiction, and poetry).
- Founder, publisher and editor of newly established www.hy-se-sy-se.com (bilingual site)

QUALIFICATIONS

School education

High schools attended: Camps Bay in Cape Town (1885 – 1986).
Voortrekker in Bethlehem (1982 – 1984).

Tertiary education

University attended: University of Stellenbosch (1988 – 1991).
Degrees obtained: B.A. (1990).
Honours in English (1991).

TRAINING AND SHORT COURSES

- MS Dos and hard disk management (1993), JCT Typing and Computer School, Stellenbosch.
- Wordperfect 5.1 (1993), JCT Typing and Computer School, Stellenbosch.
- Photographic studio lighting (1994), Cape Technikon, Cape Town.
- Short course in publishing (1995), University of Pretoria, offered through the South African Translators Institute (SATI) in Cape Town.
- Short course in translation of language editing (1995), SATI, Cape Town.
- Short course in English language editing (1996), University of Potchefstroom, offered in Cape Town.
- Fred Pryor's course in project management (1997), Cape Town.
- Two-week attendance as part of course in adult education (1997), offered by Chris Kapp, Stellenbosch University. This was part of my Masters in Adult Education (a degree I left incomplete).
- Monica Cromhout's course in self-publishing (circa 1997), Somerset West.
- MML Book Design course (1998), MML, Pinelands.
- Training-on-the job in accounting, via editing of study material for Accounting Comes Alive, (circa 1998), Cape Town.
- Photography basics (1999), UCT Summer School, Cape Town.
- Photography darkroom techniques (1999) Michaelis, UCT.
- Introduction to Quark (1999), Concept Interactive, Mowbray.
- MS Project (2002), CS Holdings, Cape Town.
- Competency-based interviewing (2003), International Colleges Group, Cape Town.
- A 1-day course on developments in adult education and outcomes-based education (2003), hosted by the Novalis Centre, Cape Town, a centre that focuses on the practices of Dr Rudolf Steiner, the founder of Waldorf Education.
- Short courses in Basic Art and Art Appreciation (2003), INTEC College, Cape Town.
- John Linnegar's Advanced Editing and Grammar Courses (2004), Cape Town.
- Short course in indexing, ASAIB Indexing Workshop (2005), UCT, Cape Town.
- John Linnegar's one-day course in Mathematics and Science Editing (2006), Cape Town.
- Short course in communication, culture, and the image of my company (2006), Stellenbosch University Language Centre.
- Distance learning course in Finances for Non-financial Managers, INTEC College (2006), Cape Town (incomplete).
- Distance learning course in Basic Counseling, INTEC College (2006), Cape Town (incomplete).
- Small Business Week: Four short courses in market research; life skills; accounting; and websites and blogs (2006), Cape Town International Convention Centre.
- Classic oil-painting classes in the style of the Flemish masters (2006), with Karl

Lilje, Three Anchor Bay, Cape Town.

- Research, website research, and research ethics, for magazine feature writers and subs (2007), presented by Fairlady deputy editor Karen Jayes, Media24.
- Short course in emotional intelligence, gestalt theory and application, presented by Jeanne Smuts of Human Development Africa (2007), The Strand.
- InDesign course for magazine designers and subs (2007), Charles Parrington, Media24, Cape Town.
- InDesign course (2008), The Creative Train, Angela Hausner, 8 Ink Media, Cape Town.
- Writing and subbing for the web, private training provided by Carine Visage, web editor for Visi magazine.
- Attendance at the 16th International Creativity Conference, October 2010 (www.sacreativity.com).

CONSULTING AND FREELANCE ROLES IN 2009/2010

- Member of corporate governance body of The Windybrow State Theatre in Joburg.
- Copy-writer.
- Translator (English/Afrikaans).
- Editor-at-large for Treasure magazine, a magazine targeting the muslim community, especially the savvy muslim business woman.
- Mentor and managing editor for the student magazine called Toast, www.toastatvcct.co.za (please download the pdf or request hard copy).
- Report writer for Oxford University Press.
- Reviewer of courseware and moderator of exam papers, Varsity College and City Varsity.
- Lecturer in the journalism department at City Varsity, where I ran the short course in feature writing. Target audience: professionals, early 30s.
- Lecturer in Professional Communication. Target audience: third-year electrical and mechanical engineering students. Subjects: report-writing; business ethics; public speaking aimed at a corporate audience; professional PowerPoint presentations.
- Presenter of my creativity workshop called *Creative Express*. Clients included Media24 magazines and the Franschhoek Conference for Editors that ran in tandem with the Literary Festival in May 2010.
- Mentor for young or unpublished writers who find me online via my site, whom I advise mostly in these areas: feature writing, fiction, narrative non-fiction, poetry.

EMPLOYMENT HISTORY UP TO 2009

Features Editor

Company: Real Simple Magazine, 8 Ink Media, Media24.
Period: May 2008 – April 2009.

Deputy Editor

Company: Seventeen magazine, 8 Ink Media, Media24.
Period: November 2007 – April 2008.

Training Projects Researcher and Coordinator

Company: Educor, Media24, Cape Town.
Period: November 2006 – October 2007.

Editorial Training Manager

Company: International Colleges Group (ICG), Strand Street, Cape Town. ICG also traded as Educor.
Period: November 2005 – November 2006.

Training received during my time at ICG included:

1. Employment equity training; member of the EE committee.
2. Change facilitation training; member of the committee.
3. Recruitment, selection, and performance management training.
4. Mentorship training.

Editorial Training Coordinator

Company: International Colleges Group, Strand Street, Cape Town.
Period: February 2002 – November 2005.

Trainer and Quality Checker / Sub-editor (fixed-term contract position)

Company: International Colleges Group, Woodstock, Cape Town.
Period: February 2001 – February 2002.

Freelance Language Practitioner

Self-employed as a language practitioner with an office in Pepper Street, Cape Town, shared with designers, repro experts and advertising/marketing experts.

Services offered:

1. Language services: editing, writing, copy-writing, proof-reading and translating for clients including Kyall Goodman & Co Advertising; Hero Advertising; INTEC College; Radical Accountancy school.
2. Publishing project management services: Sourced, trained, organised and managed freelance editors, and oversaw quality and delivery of their work. Trained a sub-

editor who worked for me.
3. Tutorial services: Distance-learning tutor in journalism.
Period: August 1998 – February 2001

Managing Editor

Company: International Colleges Group, Woodstock, Cape Town.
Period of employment: September 1997 – August 1998.

Editor

Company: International Colleges Group, Woodstock, Cape Town.
Period of employment: February 1995 – September 1997.

Researcher and Editor

Company: Struik Publishers, Cape Town.
Period of employment: September 1994 – February 1995.

Trainee Journalist

Newspaper: Die Eikestadnuus, Stellenbosch.
Period of employment: March 1993 – June 1993. This was voluntary work for no income.

LIFE EXPERIENCE

Travel:

I have been to the following places, some of these on group tours and some independent; some of them once, some twice, some three times:

- Hong Kong, Luxembourg, Belgium, The Netherlands, Germany, Italy, Switzerland, France, Austria, England, Scotland, Ireland, Sri Lanka, Taiwan, Thailand, Japan, Hong Kong, Greece, Singapore, Mauritius, Spain, Zanzibar, Botswana, most parts of South Africa.

My longest time away was during my gap year after matric (1987), when I spent five months in Europe. I spent two of those months backpacking, and for the last three months I was an au pair for a family in Italy.

Jobs done prior to career-related jobs:

- Receptionist, Gestetner, Stellenbosch.
- Secretary, Gestetner, Stellenbosch.
- Secretary, Law Society in Cape Town.
- PA to the MD and CEO of Spur Steak Ranches.

Commercial ventures:

I started a clothing range called *Artifact* in 2004. The range sold at a retail outlet called Misfit in Long Street, Cape Town and also directly to clients. I started this brand in

partnership with a clothing designer and patternmaker. He has continued independently.

Places of residence:

Childhood: Johannesburg; Somerset West; Bethlehem, Free State; Llandudno, Cape Town.

Adulthood: Italy; Stellenbosch; Fresnaye; Gardens, Cape Town; Three Anchor Bay.

AFFILIATIONS DURING THE COURSE OF MY CAREER

- Founder member of OLASA (Open Learning Association of Southern Africa).
- SATI (South African Translators' Institute).
- The Desktop Publishing and Graphics Association of South Africa.
- AMASA (Advertising and Media Association of South Africa).
- Friend of the SA National Gallery.
- PANSA (Performing Art Network of South Africa).
- Any social media network that involves art, literature, trends and media itself.

HOBBY

Food and cooking!

REFERENCES – PREVIOUS EMPLOYERS AND PEERS

Work references:

- Khwezi Magwaza, editor, seventeen magazine.
- Chris Mulder, Vice-Principal, Varsity College, Rondebosch.

Peer references:

- Marilize Roller, advocate, Johannesburg.
- Nelleké de Jager, publisher, Kwela Books, Cape Town.

Testimonials from both my employers and my staff/trainees/protégés can be supplied on request.

PERSONAL DETAILS

Surname: Loubser McGuffog

Maiden name: Schreuder

First names: Elsibe Mariette

Marital status: married (second marriage to Roderick MacKinnon McGuffog)

Dependants: None

Driver's licence: Code 08

Home language: Bilingual, with English just slightly stronger than Afrikaans

Health: Good (healthy eating and living habits, jogging, regular attendance at gym, and I love the outdoors).

Cell: 082 4655 090

Web address: www.elsibe.co.za