

# Elsibe Loubser McGuffog

## Curriculum Vitae, March 2009

### School education

- Matriculated at Camps Bay High (1986), after which I took a gap year to travel in Europe and work as au pair in Italy.

### Tertiary education

- University of Stellenbosch, B.A. (1990), Honours in English (1991). Stayed in a residence for the first three years, and was on the house committee every year.

### Short courses post varsity

- Short course in publishing (1995), University of Pretoria, offered through the South African Translators' Institute (SATI), Cape Town.
- Short course in translation and language editing (1995), SATI, Cape Town.
- Short course in English language editing (1996), University of Potchefstroom, in Cape Town.
- Fred Pryor's course in project management (1997), Cape Town.
- Two-week course in adult education (1997), Stellenbosch University.
- Photography basics and photography darkroom techniques (1999), UCT, Cape Town.
- Various courses on-the-job at Educor in employment equity, staff resourcing and performance management, change management, and mentoring (2004), Cape Town.
- John Linnegar's advanced editing and grammar courses (2004), Cape Town.
- Short course in communication, culture, and the image of a company (2006), Stellenbosch University Language Centre.
- Business week: Short courses in market research, life skills, accounting (2006), Cape Town.
- MS Word, basic Excel, PowerPoint, InDesign (throughout my career).
- Website research and research ethics (2007), Fairlady, Cape Town.

### Relevant career history

- Magazine industry roles: deputy editor at seventeen (2007 – 2008) and features editor at Real Simple (2008 – April 2009), 8 Ink Media, Media24, Green Point, Cape Town.
- Speaking roles: Guest lecturer in journalism at City Varsity, Cape Town (2008 and ongoing).
- Governance: Small advisory role as council member of Windybrow Theatre, responsible for corporate governance, Joburg (2008 ongoing till 2011).
- Developer of training courses for magazines: a role which comprised project management, curriculum design, research and writing, Media24 Special Projects, Cape Town (2006 – 2007).
- Publishing house trainer: Trained editorial staff, teaching all aspects from grammar and punctuation to advanced writing skills and didactics; in addition managing editorial staff: a group of 11 contract and permanent staff and an additional large group of freelance staff; set up plans for new business ventures to capitalise on the resourcing and training model, International Colleges Group, Educor, Cape Town (2002 – 2006).
- Various publishing roles: sub-editor, senior sub-editor, managing editor, freelance language practitioner (1995 – 2002). During this period, I edited educational texts. I managed publishing staff. I continued with educational editing as a freelancer. Then, while freelancing, I expanded into copy writing for a below-the-line advertising and marketing agency, with the focus on consumer goods. Many of the educational texts I edited dealt with either business (communication, work systems, finances, leadership and management) or creativity (interior decorating, art courses). In most of these roles, I managed staff. As a freelancer, I trained and managed my own subcontracted sub-editor.
- Researcher: Struik (1994).
- Journalist: Intern at Die Eikestadnuus, Stellenbosch (1993).