



Heideli Loubser

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Writer for education, lifestyle and health-related industries

PROFESSIONAL PROFILE

A confident, practised and capable copywriter and editor, offering desired qualifications and experience. Resourceful decision-making skills, flexible and constantly obsessed with learning new things. Content development through applying knowledge, analysis and critical thinking skills is my mental jam (dark chocolate is my food jam).

SPECIALTIES:

- Always learning, reading, exploring new areas of creativity that connect ideas with value.
- Sharp editor, writer and translator with 10 years' creative experience working on various types of content in both English and Afrikaans.
- Organised, analytical thinker with strong communication skills and openness to feedback.
- A sense of humour about the big and little things that make up life. Being overly serious can worsen your eyesight!

PROFESSIONAL STRENGTHS

In short: I'm smart, learn fast, don't need micromanagement and enjoy getting on with it. I think about what works for your business before I do the work. You will get plenty of questions from me to ensure excellent service delivery.

- Perceptive ability to identify necessary improvements and effective solutions to problems
- Identifying errors, inconsistencies and gaps in information
- Proven critical thinking skills and analysis of information for processing into more user-friendly formats
- Creative conceptualisation of new ideas, improvements and formats to required content
- Initiating required actions and evaluations where necessary
- Exploring the possibilities of a project with an open and creative mind
- Research and constant learning of new developments and resources in the writing, editing, marketing and publishing industries
- Providing guidance and expert advice to management or other groups on promotional content and other types of information, to achieve the best intended outcome
- Excellent communicator, developing constructive and cooperative working relationships with others and tactfully resolving conflicts

EDUCATION:

Diploma in Copywriting, Blackford Centre, UK, 2015

Diploma in Comprehensive Writing, CollegeSA, 2014

B.Honours degree in Ministry, Team Impact Christian University, 2013

Matric with exemption, Durbanville High School, 2003

OTHER COURSES COMPLETED:

Certificate for Digital Strategy Bootcamp, Britefire, 2015

Certificate for Social Media Bootcamp, Britefire, 2015

PraiseMoves Instructor Certification, PraiseMoves Fitness Ministries, 2014

Courses in Public Relations, Drama, Music and Art Education, Creare Training Centre, 2006

CAREER SUMMARY

CURRENT EMPLOYMENT:

Since 2007: Freelance copywriter, editor, proofreader and translator

Key aspects: (Also see file of testimonials)

- Regular freelance editing work for honours, masters and PhD students as well as university lecturers in different fields
- Consulting on translation, development and editing of various marketing materials for various clients
- Translation of textbooks, letters and articles from Afrikaans to English and English to Afrikaans and editing of documents related to education and school curricula for Kids Development Academy
- Editing and co-authoring of books for other authors
- Writing of newsletters, promotional material, infrastructure proposals and leadership training materials for Bridal Love Ministries
- Translation and editing of books and adapted children's material for Bridal Love Ministries
- Development of concepts and script for a video-teaching series for Bridal Love Ministries
- Writing and editing of articles for Crown Financial Ministries
- Writing and conceptualising promotional material, website copy, articles, brochures for various clients

2014-2016: Part-time content creator, editor and communication consultant at Lemonade Hub

Key aspects:

- Extensive copywriting work for various clients in various industries
- Consulting on business strategy and developments
- Creating and adapting marketing communication in various forms
- Conceptualisation of ideas, strategies, content and training
- Meticulous editing of academic dissertations, articles and research proposals
- Competitor research and market gap analysis for clients
- Constant research on relevant communication industry trends, tools and topics
- Creation and facilitation of material for communication workshops
- Writing of various promotional materials such as ads, editorials, newsletters, brochures and mailers
- Writing of website copy

2010 — 2011: Sales consultant at SAStay

Key aspects:

- Wrote travel articles for the website
- Efficient office administration duties.
- Successfully executed email marketing, online marketing and cold calling to increase sales of online listings.
- Handled enquiries from clients and maintained records of listings obtained and renewed.

2008 — 2010 Various short-term administration and sales positions

Key aspects:

- Maintained stock control to ensure sufficient stock for orders.
- Handled retail sales in furniture, perfume, baking, handbags, toys and books.
- Initiated effective promotion methods to increase sales.
- Administered cash control and other details with care.

2007 — 2008: Traveled and worked in the UK

Key aspects:

- Worked with autistic adult patients who required support for severely challenging behaviour problems.
- Maintained patients' daily support records.
- Volunteered at a guest house/retreat centre, serving guests and assisted with various duties in running the guest house.
- Worked as an au pair, caring for two children.

2006: Durbanville High School – Educator

- Resolved an administrative crisis by setting up criteria to assess each situation and produced positive results wherever possible.
- Assessed senior students' art exams and helped the principal set up records for the students.

- Applied motivation and communication skills in a manner that benefited the students, staff and principal.

2005 – 2006: Creare Training Centre - Part-time lecturer

- Presented training in drama, music and art to students of all ages, in various places, adapting the material to suit their needs.
- Managed finances with integrity and honesty while on tour, taking care to observe all company policies and rules.
- Kept excellent records of all administration required within my responsibility at the time.
- Successfully marketed the company's offers wherever possible.

References:

Ricky van der Walt (Shapeshift) 0721057303.

Sandra Du Toit (Kids Development Academy) 082 299 4048

Ashleyanne Spencer-Smith 0714014014

Dennis Belter 084 452 1020

Other testimonials may be viewed in the portfolio file on my LinkedIn profile.