

# Elsibe Loubser McGuffog

## Curriculum Vitae, July 2014

**General title:** Freelance editor and writer  
**Present roles:** Writer, Journalist;  
Media and Editorial Trainer and Manager;  
Magazine Editor and Sub;  
Artist



### QUALIFICATIONS

#### **School education**

High schools attended: Camps Bay High, Cape Town (1985 – 1986).  
Voortrekker High, Bethlehem, Free State (1982 – 1984).

#### **Tertiary education**

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

**Short courses:** I have completed more than 36 short courses during my working life; a list can be supplied on request. Most were intended to develop my skills as a language practitioner and editor, so I have done almost all the courses offered by text editing expert John Linnegar of Edit & Train. When I started in publishing, there were no standard courses available, so some of my first training as an editor was received in informal (certificate of attendance) workshops held by the Reader's Digest and Pretoria University. Publishing has become more of a career now and a line of study, and I have a full library of reference books on the subject of publishing and

language editing, since I now run workshops in this subject. Other short courses equipped me with skills to manage and to develop my creative skills: I've done numerous courses in photography and oil painting. Other subjects studied include: entrepreneurship, finances, accounting, brand management, project management, sales and promotions, online publishing, and a range of cultural courses such as art appreciation and wine tasting. I've belonged to a range of professional organisations, mostly in publishing and the arts or design. All this can be categorised under ongoing professional development. Furthermore, since I've worked in educational publishing, I have gathered experience in diverse fields through my editing work, which adds to my wide general knowledge – an asset for any editor.

### **FREELANCE WORK 2012 – 2014:**

- **Stand-in Mentor/Manager** at Live magazine from February to March 2014 (Issue 10 of Live), and for the Red Bull Amaphiko Academy brochure in March 2014. I also worked at Cape Chameleon (a division of Projects Abroad) from June to July 2014. All these brands have a strong training model requiring the editorial manager to not only brief and sub work but also to mentor young writers. I stood in for managers who were on leave.
- **Lecturer to journalism students, Varsity College, Rondebosch, Cape Town (June 2009 to December 2013).** One of my long-standing part-time lecturing roles. Subjects taught: **News writing, Specialist beats, English, Sub-editing, Magazine feature writing.** I also managed the practical module called **Work-integrated Learning**, for which first-year students produce a **digital magazine** (titlepiece: Toast), and furthermore I **facilitated and assessed the media internships** for second-year students. I was employed as an independent contractor.
- **Language practitioner.** I freelance as features writer and language practitioner in various fields: academia, media, business, and book publishing (non-fiction). One such freelance project in 2012/2013 was to publish a book about the **Eastern Cape mission school called Healdtown.** This is where Mandela and many other acclaimed leaders were schooled. It is a prestigious publication that was launched on 7 August 2013 by Methodist Books. A distinctly different project in 2013 was overwriting for a Maths O-levels textbook for Pearson Publishers, which entailed creative copywriting for chapter introductions to grab the reader by demystifying mathematical concepts.
- **Founder, editor and photographer at [www.hy-se-sy-se.com](http://www.hy-se-sy-se.com) (HSSS), established in March 2011.** Regular beats are fashion, art, food, magazine reviews. The HSSS platform is a training hub for writers, especially those who fit the profile of the brand: a bilingual (Eng-Afr) reviews and lifestyle blog for trend-aware, intellectual readers between 18 and 35. Readership stats and other details are available on request. As editor, I schedule stories, drive the brand on social media and sub all the work, and give writers, designers and photographers opportunities. Many of the team members successfully go on to work for bigger media and promotional companies or their individual endeavours as creative people. I enjoy creating opportunities for creative people, especially for the youth.
- **Creativity coach. Since 2006 I run workshops in creativity, called *Creative Express*.** In these workshops I am able to touch on a variety of skills: copywriting, feature writing, fiction and narrative non-fiction, poetry, and promotional writing. Typical modules include:

writing pitch letters; writing press releases; finding ideas for stories and creative thinking in general (including writing ad copy); crucial elements in writing a feature story (eg. sourcing widely to represent all interests, various paragraphs in your feature including the nutgraph, fulfilling requirements of feature writing to inform and entertain; aligning writing to a brand); writing devices and writing creatively for a feature; tried-and-tested feature story introductions. My clients to date have been Media24 magazines (in Cape Town and Joburg), the youth magazine Live ([www.livityafrica.com](http://www.livityafrica.com)), Treasure magazine (muslim and coloured readership), Cape Chameleon magazine (foreigners working in SA in the voluntourism trade), as well individuals seeking writing skills.

- I am a **published Afrikaans poet**. Please see numerous references on my website [elsibe.co.za](http://elsibe.co.za). Publications: *Nuwe Stemme 2* (2001, Tafelberg), *Vi' Adam Small*, 'n Digbundel (2012, Naledi) and in *Storie skryf is lekker* (2014, ATKV). Recent performance work included a protest poem (theme: education) for an event at the *Digterstuin* in Wellington, 2013 and my work will be in the 2014 *Ons Klyntji*, published by Toast Coetzer.

### **CONSULTING AND FREELANCE ROLES FROM 2009 – 2012**

(Note: I no longer fulfil some of these roles, but this gives an idea of some highlights during this period.)

- Member of corporate governance body of **The Windybrow State Theatre** under the chairmanship of Raks Marakabe Sekhoa.
- Copy-writer.
- Editor-at-large for **Treasure magazine** ([www.treasuremag.co.za](http://www.treasuremag.co.za)) in 2010, which is an inspirational lifestyle magazine targeting the muslim community in South Africa, especially the savvy muslim businesswoman who also has a family. Presently I am the editor-at-large, which means they sometimes get my input for business plans or decisions. I also do all the subbing.
- Mentor and managing editor for the student magazine called **Toast** ([www.toastatvcct.co.za](http://www.toastatvcct.co.za) - please download the pdf to view or see the latest Issue 4 on [issuu.com](http://issuu.com); hard copy can be provided on request).
- Report writer for **Oxford University Press**.
- Report writer for the **Open Society**.
- Translator – English/Afrikaans. For example, I translated **Ackerman's magazine** (Titlepiece: Club) winter 2011 issue into Afrikaans for New Media Publishing (a freelance job). Other examples of past projects: translation of a book on artist Frans Claerhout and various Bitterkomix publications. I do translations for the local magazine Treasure from time to time.
- Courseware reviewer 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 in the Engineering Department at UCT** in Cape Town. This was a part-time position held from July 2009 to December 2011. The target audience was third-year electrical and mechanical engineering students. Subjects included report-writing; business ethics and corporate governance; public speaking aimed at a corporate audience; professional PowerPoint presentations.
- Presenter of my creativity workshop called *Creative Express* at the **Franschhoek Conference for Editors** (on the fringe of the Franschhoek Literary Festival, May 2010). John Linnegar invited me to present this workshop.

## **EMPLOYMENT HISTORY UP TO 2009 – more details available on request**

### **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.  
On this project I designed curriculums and published training material for Media24 magazines, to assist their emerging writers.

### **Editorial Training Manager**

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

I dramatically grew the freelance base for the company by creating resourcing and training systems in the editorial department. I oversaw 50 freelance and contract editors and writers at a time. Business training received during my time at ICG included: 1. EE 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: Recruited, trained, organised and managed freelance editors and oversaw quality of their work. 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.

## **ART EXHIBITIONS, DESIGN AND PERFORMANCES**

Third i Gallery in Cape Town, 2007. **Group exhibition titled *Energy in Motion***. My work was titled *Men in Skirts vs. Stephen Hawking* and was installation art that used mixed media, mostly embroidery on fabric.

**Woordfees** 2013, part of ***Pentimenti*** exhibition, collaboration with Louis Jansen van Vuuren. Drawing, collage and poetry.

My **photography** can be viewed on my website or Facebook page. It has been exhibited at The **Bijou** in 2012 for a fundraiser, and also at the **Breytenbach Gallery** in May 2014, in the group art exhibition titled *Botanica*. I also curated a photographic exhibition at the Bijou (also 2012) as part of the Art Walk.

In 2004 I started my own **clothing range**, *Artifact*, which retailed in Long Street. This was possible since I collaborated with a pattern-maker. I have also collaborated on t-shirt designs for *Cape Town On Top of The World* during the Soccer World Cup in 2010. I am well-acquainted with trends in fashion as an avid fashion-lover, and retailing in this world gave me invaluable insights and respect for fashion designers.

More details on my other artistic pursuits including performance art at [www.elsibe.co.za](http://www.elsibe.co.za)

## **LIFE EXPERIENCE**

**Travel:** I have been to the following places: 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.

### **Places of residence:**

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

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

## HOBBIES

Cooking! The kitchen is my first love. Novelty in flavour and adding a twist to classic recipes is my favourite inclination. Key word: contrast. Most of my dinner guests revert to this standard comment: "You can't get better than this in a restaurant."

## PERSONAL DETAILS

**Surname:** Loubser McGuffog

**Maiden name:** Schreuder

**First names:** Elsibe Mariette

**Marital status:** Married

**Dependants:** None

**Driver's licence:** Code 08

**Home language:** Bilingual, with English marginally stronger than Afrikaans

**Health:** Good (healthy eating and living habits, and I love the outdoors)

**Contact:** 082 4655 090; [elsibe@elsibe.co.za](mailto:elsibe@elsibe.co.za)

**Personal website:** [www.elsibe.co.za](http://www.elsibe.co.za)

**Business website:** [www.hy-se-sy-se.com](http://www.hy-se-sy-se.com)

*Please view examples of my feature writing on my website: [www.elsibe.co.za](http://www.elsibe.co.za)*

*and on my blog: [www.hy-se-sy-se.com](http://www.hy-se-sy-se.com)*

*My interests are also displayed on my Facebook page (Elsibe Loubser McGuffog) and on  
Twitter @elsibe\_loubser*