

## ANNA STROUD

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I am a freelance writer, editor and digital marketer based in Johannesburg, South Africa. To see my work, visit my website: [www.anna-writer.com/](http://www.anna-writer.com/)

### EDUCATION

Rhodes University, Grahamstown, RSA <b>Bachelors of Journalism and Media Studies</b> Major 1: JMS – writing and editing, media studies, radio broadcasting Major 2: Afrikaans and Dutch Literature <i>Degree passed with distinction</i>	<b>2007-2010</b>
University of Cape Town / GetSmarter, Online, RSA <b>Certificate in Digital Marketing</b> Creating a holistic digital marketing strategy <i>Passed with distinction</i>	<b>2018</b>
English Access, Sandton, RSA <b>Certificate in Teaching English as Foreign Language</b> 100-hours in-class training <i>Passed with distinction</i>	<b>2010</b>
Oudtshoorn High School, Oudtshoorn, RSA <b>Senior Certificate</b> Subjects: English, Afrikaans, German, Mathematics, Business Economics, Biology <i>Senior certificate passed with 92% aggregate and five distinctions</i>	<b>2002-2006</b>

### AWARDS

<b>University</b> Dean's List, Rhodes University, RSA Golden Key Society, Rhodes University, RSA Several small scholarships each year, Rhodes University, RSA Merit Scholarship, Rhodes University, RSA	2008 – 2010 2007 – 2010 2007 – 2010 2007
<b>High school</b> National public speaking champion, ATKV, RSA English subject prize Tertius Bosch prize for achieving under adverse circumstances Award for best contribution to Arts and Culture	2002 and 2006 2002 to 2006 2006 2002 to 2006

### WORK EXPERIENCE

Discovery Foundation, Johannesburg, RSA <b>Health writer: public health (project)</b> Three-month project that will culminate in the publication of a book on public health	<b>2018 – current</b>
University of the Witwatersrand, Johannesburg, RSA	<b>May – June</b>

**Lecturer: editing for professionals (contractor)**

I teach a short-course in editing and proofreading at Wits.

Room to Read, Johannesburg, RSA

**Editor****6/2/2018**

For one day, I was part of a 12-hour book making marathon where we created children's books.

Discovery, Johannesburg, RSA

**Content writer (freelance)****2018 – current**

Develop content for Discovery's Content Hub around the Smart Money theme.

Accenture Global, Worldwide

**Content writer (freelance)****2017 – current**

Develop blog posts for managing directors around insurance and financial services topics.

Agilus Solutions, Johannesburg, RSA

**Content writer (freelance)****2018 – current**

I write articles for the company about data analytics and project management.

Retroviral Agency, Johannesburg, RSA

**Copy writer****February**

I got experience working as a copywriter in an advertising agency.

Public Service Accountability Monitor (PSAM), Johannesburg, RSA

**Rapporteur (freelance)****2017**

Attend and compile a report on the annual PSAM workshop held in September, 2017.

Sunday Times, Johannesburg, RSA

**Book reviewer (freelance)****2015 – current**

I write book reviews and interview local and international authors. I also write articles for the Lifestyle section.

Khuluma, Johannesburg, SA

**Travel writer (freelance)****2017**

I write articles about travel in South Africa for Kulula's in-flight magazine.

City Press, Johannesburg, RSA

**Travel writer (freelance)****2014 & 2016**

I wrote articles about living in and travelling around Korea.

**Full-time work**

English Programme in Korea, Daegu, South Korea

**Teacher****2016 – 2017**

Develop learning materials and teach conversational English to primary and high school pupils.

EPIK e-Press, Daegu, South Korea

**Blogger****2016 – 2017**

Write articles, take photos, and make videos about life as an English teacher in Korea.

Sunday Times Books LIVE, Johannesburg, RSA

**Assistant editor**

**2014 – 2015**

Write, edit, proofread and aggregate stories about books, authors, and publishing for website publication. Maintain blogs for authors.

COVER Publications, Johannesburg, RSA

**Print and digital editor**

**2013-2014**

Write articles about insurance for monthly B2B magazine, weekly newsletter and daily web content.

Rhodes School of Journalism and Media Studies, Grahamstown, RSA

**Part-time research assistant and social media manager**

**2013**

Manage the school's various social media platforms across five projects and conduct research for individual lecturers where needed.

Rhodes Journalism Review, Grahamstown, RSA

**Commissioning editor**

**2013**

Commission and edit material from professional journalists for the annual *Rhodes Journalism Review* on the state of the media.

English Programme in Korea, Daegu, South Korea

**EFL Teacher**

**2011 – 2013**

Develop learning materials and teach conversational English to primary school pupils.

## LANGUAGES

English – first language

Afrikaans – first language

German and Dutch – additional language: speak, read and write with basic competence

Korean – speak, read and write with very basic competence

## SKILLS

**Writing** – news, features, long-form, reports, web content, blogging, social media content, books

**Editing** – proofreading, fact checking, beta reader, sub editing, commissioning editor

**Journalism** – reports, interviews, investigations, academic research

**Digital marketing** – web design and analytics, SEO, online writing, online advertising, social media and web PR, email marketing, mobile marketing, digital marketing strategy document and content plans

## SOFT SKILLS

Energetic, enthusiastic, intuitive, a good listener, confident public speaker, critical thinker, team player, adaptable, creative, desirous to learn, resourceful, funny, motivated, perseverant, punctual, trainable, authentic, good with people

## INTERESTS

Reading, writing, cooking, boxing, playing with dogs, going for walks, watching Netflix

**Please contact me for a full list of references: [annetjievw3@gmail.com](mailto:annetjievw3@gmail.com)**