

CURRICULUM VITAE
Mandy Collins

Personal details

Designation: Writer, editor, proofreader, writing trainer and coach

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Skills

- Superb writing, copy editing and written content curation skills, honed over more than 25 years of writing and editing.
- Excellent verbal and written communications skills.
- A good working knowledge of social media platforms.
- Self-motivating: I have worked independently for more than 20 years.
- Excellent organisational and interpersonal skills.
- Extensive training experience in business writing and plain language.
- Solutions-focused.
- Creative thinker.
- Practical, no-nonsense approach to getting things done.
- English first-language, Afrikaans second-language level, and a smattering of Xhosa and French.
- Trained Martha Beck Wayfinder Life Coach

Awards and achievements

- 2005: Winner of the inaugural Embrace Journalism Award (international) for writing about urinary incontinence. (Award no longer given.)
- 2014: Shortlisted for the Golden Baobab prize for African children's fiction.

Books published

- *Good Teeth*, published by New Holland (2005)
- *Lula and Lebo* bilingual readers, published by Puo Publishing (2012)
- *Dinner time!* published by Clockwork Books (2014)
- *Partners for Possibility* published by Knowledge Resources (2015)
- *Dad Goes to School* published by Quramo Publishing (2016)
- Ghost-writer on four business books (all of which were bestsellers)
- *The Top Two Inches* with Dr Garrath Rosslee (2017, Sports IQ)

References

- Available on request.

Employment history

July 2019 to present: Director of Mandy Collins and Associates

- In 2019 I started my own content, communications and writing training consultancy, Mandy Collins and Associates. Full details can be found at www.mandycollins.co.za.
- Current and past clients include Anglo American, Kumba Iron Ore, Sanlam, Skynamo, Omnisient, ByDesign Communications, Royal Bafokeng Platinum, Nampak.

November 1997 to present: Independent writer and editor

- I copy edit and proofread fiction and non-fiction books, as well as honours, master's and PhD dissertations and theses, as well as academic articles.
- I have written newsletters and consulted on in-house publications for a variety of businesses.
- For several years I was the editor of *Healthy Times*, a quarterly supplement of the *Sunday Times*, as well as a host of other supplements also produced by Picasso Headline, including *Celebrating Women*, *FM Women*, *SA Schools Supplement*, *Malls SA* and *Prime*.
- I write video scripts for corporate videos, and have my first 48-minute documentary under my belt.
- I am the current sub-editor for *CFO SA*, *CHRO SA* and *CIO SA*, and have delivered sub-editing and proofreading work for *Mama Magic*, *MagFocus*, *Nursing Update*, *True Love*, *ASM*, *Me!*, *Soul* and *Your Family*. I was the regular sub-editor and proofreader for *Screen Africa* for many years.
- I specialise in health journalism, but have also written a wide range of general features on a large variety of topics. I wrote *True Love's* regular health column ("Mind, Body & Spirit") for more than a decade, as well as a short stint writing *Femina's* regular health pages. I was also a regular writer for the now defunct *Health News* in *Business Day*.
- Since the start of my freelance career, I have had work published in a number of magazines and newspapers including *Fairlady*, *True Love*, *Baby & Me*, *Your Family*, *Femina*, *Pace*, *Tribute*, *Ebony SA*, *Longevity*, *ASM*, *Me!*, *Indigo*, *Cosmopolitan*, *Woman's Value*, *Edgars Club*, *Sales House Club*, *Club Jet* and *Clicks Clubcard*, *Mail & Guardian*, *Sunday Independent* and *Sunday Times*.
- I have written marketing case studies for several companies, as well as brochures and press releases for public relations and marketing companies.

February 2011 to present: Writing coach and trainer

- I run face-to-face writing courses for scholars, students and businesspeople covering basic transactional writing skills.
- I provide individual coaching for anyone who requires help with writing skills, from scholars and students to bloggers and journalists.
- I teach ad hoc courses in writing and language skills when approached to do so.

July 2015 to December 2015: Marketing and Communications Manager: Symphonia for South Africa

- I ran all the communications and marketing for an NPO/Social enterprise that works to improve education outcomes.
- I oversaw a small team and reported directly to the CEO.

- Responsible for all internal and external communications for the organisation, as well as marketing strategy.
- Responsible for overseeing social media, ensuring website is updated, newsletter to stakeholders, invitations to events, formulating special projects, eg. funding and recruitment, supporting the organisation's activities through communication, ensuring the organisation got coverage in traditional media, etc.
- Responsible for writing all collateral, annual report, advertising copy, video scripts, press releases, op-eds, thought leader pieces, emails and invitations, etc.
- Responsible for quality control of all official documents produced by the organisation – extensive editing and proofreading.
- All training of staff with respect to communications falls to me.
- Responsible for reputational management of the organisation, and putting in place systems for more streamlined communication, as well as tools such as a company style sheet and social media guidelines.

November 1995 to October 1997: *True Love* magazine

Position held: Features editor and health writer

Duties performed: Commissioning and sub-editing of stories, formulating story ideas, managing and training journalists, daily dealing with syndication department, maintaining a monthly editorial diary, producing and scripting *True Love's* weekly radio show on Metro FM, editing the showbiz pages, writing a monthly health column and any health stories, writing features from time to time.

January 1993 to October 1995: *The Sunday Times*

Position held: Editorial assistant, promoted later to TV journalist for the *Magazine*

Duties performed: I started at the paper's magazine, writing all TV reports, reviewing 14 TV programmes a week and sub-editing the TV schedules. I later moved to the Metro section of the paper, where I wrote mini-features for the *Metro* section, and wrote Gwen Gill's consumer column for her while she was abroad.

November 1992 – January 1993: Reeva Cosmetics

Position held: Personal assistant to Reeva Forman

Duties performed: General office administration: telephony, correspondence, filing, etc.

August 1992 to November 1992: Africa TV

Position held: Production assistant

June 1992 to July 1992: Juice Bar at Sharper Image gym, Morningside

Position held: Manager

September 1991 to May 1992: Ad Valorem

Position held: Personal assistant

March 1991 to August 1991: *Southern Screen*

Position held: Reporter

Education

TERTIARY EDUCATION

UNISA:

- BA (Hons) specialising in Sociolinguistics (2008)

RHODES UNIVERSITY

- Bachelor of Journalism and Media Studies (post-graduate bachelor's degree) (1990)

Subjects completed: Journalism and Media Studies I, II, III, IV
African Languages I, II, III
Drama I, II
Afrikaans-Nederlands I
French IP

SCHOOLING

WESTERING HIGH SCHOOL (PORT ELIZABETH) 1982 – 1986. Matric achieved with university exemption and A aggregate.