

Lia Marus

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BIOGRAPHICAL PROFILE

I am an editor and copywriter specialising in plain language editing and research. I have a strong background in language and communication having worked in the media for nearly 10 years.

CORE COMPETENCIES

- Well-honed analytical skills.
 - A keen eye for detail.
 - A can-do attitude, which makes no task insurmountable.
 - Exceptional creative-thinking skills.
 - A keen ability to be a self-starter and take the initiative as well as be a team player.
 - Outstanding written and verbal communication skills.
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EDUCATION

Life Coach Certificate. Action Factory. 2022

Practitioner of Neuro Linguistic Programming. Action Factory. 2022

Public Relations Course. Get Smarter. 2021 – 2022

Bachelor of Laws. UNISA. 2018.

Certificate of Competence: Unit Standard: 115753 – Conduct Outcomes-based Assessment; Unit Standard: 115755 – Design and develop outcomes-based assessments. Very Cool Ideas. 2017

Internet Marketing Certificate. Get Smarter. 2012 – 2013.

Michael Masterson's Accelerated Programme for Six-Figure Copywriting. September 2011.

Plain language training course. Run by the Plain Language Institute and facilitated by Dr Sarah Slabbert. November 2010.

Postgraduate Diploma in Management (Business Administration). Wits Business School. 2006.

Master of Arts (Translation). University of the Witwatersrand. 2004 - 2005.

Bachelor of Arts in National and Foreign Languages. (Majors: French, Italian and Linguistics) University of Cape Town. 2001 – 2003.

PROFESSIONAL EXPERIENCE

March 2022 – present

LM Coaching Services

Providing life coaching and NLP coaching services to clients.

January 2016 - present

Mentor: Professional Editors Guild

Mentoring of new editors and guiding them in the professional practice of editing.

November 2014 - present

CEO: LM Language Services

- Editing and/or proofreading of:
 - B2B magazine articles.
 - Academic theses.
 - Academic assignments.
 - Marketing material, e.g. website copy, brochures and press releases.
 - Business correspondence.
 - Newsletters.
 - Fiction and non-fiction.
 - Plain language.
- Writing and content management:
 - Static website copy.
 - Corporate blogs.
 - Press releases.
 - Brochures.
 - B2B magazine articles.
 - Uploading content onto WordPress.
- Managing social media accounts:
 - Creating social communities.
 - Promoting interaction among social media followers.
 - Generating content for social media platforms.
- Assessing of SETA-accredited legal coursework material.

July 2017 – July 2018

Digital Marketing Professional at Global Business Solutions

- Writing and content management:
 - Static website copy.
 - Corporate blogs.
 - Press releases.
 - Brochures.
 - Articles for publication in third-party publications.
 - Uploading content onto WordPress.
 - Creating newsletters on MailChimp.
- Managing the social media accounts of Global Business Solutions.
- Editing and/or proofreading as required by the business.

October 2012 – October 2014

Editor of *HR Pulse* and *People Dynamics* at *ITWeb*

- Sourcing editorial for *HR Pulse* and *People Dynamics*.
- Writing editorial for *HR Pulse* and *People Dynamics*.
- Compiling and sending out the weekly *HR Pulse* newsletter.
- Finding new writers for the publications as well as maintaining relationships with existing writers.
- Establishing and maintaining relationships with PR agencies and attending industry events to get *HR Pulse* known in the industry.
- Increasing the readership of *HR Pulse*.
- Maintaining the look and feel of *HR Pulse*.
- Managing junior staff members.

September 2012

Freelance editor and copy writer

- Editing and sub-editing of corporate identities.
- Writing promotional material.

April 2011 – August 2012

Managing editor at *Fleet Street Publications*

- Sourcing editorial for the *Practical Accountancy Loose Leaf* as well as the *Practical Guide to Human Resources Management*.
- Managing the marketing for these publications: writing marketing material, monitoring existing marketing channels to ascertain that were delivering results and researching new marketing channels.
- Sourcing new names for the free and paid e-letter base.
- Composing two weekly e-letters for paid subscribers: the *Tax Bulletin* and the *Labour Bulletin*.
- Editing and sub-editing editorial.
- Sourcing and liaising with external writers.
- Managing the production processes.
- Managing costs.
- Coordinating two very successful conferences on company law for *Fleet Street Publications*.
- Developing new products for *Fleet Street Publications*.

June 2010 – March 2011

Chief sub-editor for *3S Media, Rivonia, Johannesburg*

- Sub-editing text for various publications produced by the company in accordance with the house style guide.
- Proofreading the company's magazines to ensure that these were error free and adhered to the house style guide before going to print.
- On occasion contributing editorial to various company publications.
- Coordinating workflow between the editorial, production and design departments.
- Managing junior and freelance sub-editors.
- On occasion, managing the schedules of the production and design departments in addition to that of the sub-editing department.