

TIA AZULAY

CURRICULUM VITAE

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| CONTACT DETAILS | Tel. | +44 20 3290 9094 | Skype | tiaazulay |
| | Mobile | +44 7582 189 285 | Email | tia@get-it-write.com |
| FORMAL EDUCATION | MA Creative Writing and New Media* | | De Montfort University, Leicester, UK | 2009 |
| <i>Certificates available on request</i> | BA Honours: English Literature and Poetry * Extra: Drama 1 | | Rhodes University, Grahamstown, S. Africa | 1993 |
| | BA (English): <i>Sub-majors</i> : French, Law; <i>Minors</i> : Drama & Film, History of Music, Afrikaans | | Wits University, Johannesburg, S. Africa | 1986 |
| * <i>Distinction</i> | Matriculation: English* (Inglis English Prize), Afrikaans*, French*; Biology, Maths, Physics | | Pretoria High School for Girls, Pretoria, S. Africa | 1981 |
| FURTHER DEVELOPMENT | Process-oriented group facilitation and leadership Foundation Certificate in Software Testing | | RSPOPUK, London, U.K. ISEB, London, U.K. | '04-'06 2002 |
| (SELECTED) <i>Certificates available on request</i> | Technical Writing | | Tel Aviv, Israel | 1996 |
| | Advanced Expressive Arts Therapy | | Denmark; Leuk Stadt, Switzerland | 1995 |
| | Television Production Course | | Wits University, Johannesburg, S.A. | 1992 |
| | Philosophy, Literary Theory | | L'Abri, Huémoz, Switzerland | 1991 |
| | Touch Typing | | London Keyboard Training Centre, London, U.K. | 1990 |
| | Advanced Driving Test | | Inst. Of Advanced Motorists of South Africa | 1988 |
| | Int'l Graduate Summer School (English Lit.) | | Oxford University, Oxford, U.K. | 1985 |
| | Principles of Real Estate Examination | | The Estate Agents Board, Johannesburg, S.A. | 1985 |
| OTHER EXPERIENCE | Travel Experience | South Africa, Switzerland, Israel, Turkey, UK, Western Europe, USA, Australia | | |
| | Languages | English: S, R, W S= <i>Speak</i> , R= <i>Read</i> , W= <i>Write</i> Afrikaans: S, R, W French: S, R Dutch: R Hebrew: S | Interests | Personal Development, Reading, Education, Theatre, Arts, Dancing, Yoga |
| WRITTEN REFERENCES | Mr. J.R.C. Ingram | | — Director, L'Abri Fellowship, Switzerland | A |
| (SELECTED) <i>Available on request</i> | Mr. J de L Sorour | | — Client, San Sereno Retirement Village, S. Africa | B |
| | Mr. H.M. Le Cordeur | | — Client, San Sereno Retirement Village, S. Africa | C |
| | Mr H.O. Littleton | | — Property Developer, Bryanston, S. Africa | D |
| | Mr. A. Ben-Moshe | | — VP Production, Medialog, Israel | E |
| | Mrs J. Labensohn | | — Client, Tia Azulay web consultancy, UK | F |
| | Ms S. Rozenthuler | | — Client, Get IT Write International Ltd, UK | P |
| EXAMPLES OF WRITING | Various posts at RealCorp and TiaTalk | | — Business and opinion posts, poetry, short stories | G |
| (SELECTED) <i>Available on request</i> | "What is Transliteracy?" post at transliteracy.com | | — Blog post as contributor to academic research | H |
| | Yoga Biomedical Trust newsletter | | — Bi-monthly newsletter | I |
| | sheTIME seminar review | | — Personal report on women's seminar | J |
| | "Can your writers decode English?" feature article | | — In <i>ISTC Communicator, Winter 2005</i> | K |
| | IBMS User Guide | | — Software user guide | L |
| | Company MS Word templates | | — Various templates containing usage guides | M |
| | Brochures on Travel and Assistance | | — Introduction to travel company | N |
| | "The Three Stages of Beauty" in Noh Theatre | | — Academic essay (awarded 100%) | O |

WORK EXPERIENCE

| DATES | COMPANY BUSINESS TYPE | POSITION | RESPONSIBILITIES AND ACHIEVEMENTS | IT SKILLS |
|--------------------------|--|---|---|---|
| UNITED KINGDOM | | | | |
| 11/2004 Present | Get IT Write International Ltd <i>Project management; web content editing; copywriting; website design; marketing; Salesforce/Propertybase Administration</i> | Web Consultant | <ul style="list-style-type: none"> o Manage, market and administer own business o Perform client liaison, business analysis, and project management o Create websites, blogs and web content o Write articles, reviews, and newsletters o Customise Salesforce CRM fields and layouts o Coach people in writing, technical and sales skills o Selected clients: RealCorp Luxembourg; Sarah Rozenthuler; Stafford Whiteaker o Personal blog: TiaTalk | HTML; CSS MS Office OpenOffice Apple OS & iOS Google Docs Social Media Salesforce CRM Propertybase MantisBT QuickBooks |
| 08/2000 10/2004 | Pilat Media Limited (now SintecMedia) <i>Broadcast management software development</i> | Head of QA & Documentation | <ul style="list-style-type: none"> o Managed two departments: QA and Documentation o Recruited and built an effective, 14-strong team o Defined QA and Doc procedures and gateways o Tested software and performed GUI Reviews o Created company document templates o Created Functional Specifications and User Guides o Created Glossary and procedural documents o Introduced single-sourcing, using AuthorIT | Magic Runtime PVCS Tracker MS Office 2003 Paint Shop Pro AuthorIT |
| 01/2000 07/2000 | Relocation to UK <i>Relocation activities</i> | “Relocation Manager” | <ul style="list-style-type: none"> o Managed relocation from Turkey and Israel to the UK o Researched UK property and job markets | MS Office 2000 |
| ISRAEL AND TURKEY | | | | |
| 05/1997 01/2000 | Get It Write Limited <i>Programming; technical writing</i> | Owner; Technical Author | <ul style="list-style-type: none"> o Designed HTML online forms o Edited Leonardo website English and aesthetics o Wrote abstracts for <i>Encyclopedia Judaica</i> o Negotiated contracts o Sourced and performed company administration | HomeSite MS Word 2000 Quicken Maximizer Netscape Communicator |
| 05/1997 03/1998 | Leonardo (Medialog) <i>Digital travel content distribution</i> | Content Production Operator | <ul style="list-style-type: none"> o Designed 700-page Users Directory in MS Access o Supervised printing of the Directory o Programmed and edited in HTML o Processed on-line orders and wrote CDs o Designed internal procedure forms and database o Trained staff and double-checked data entry o Tested website and system | HomeSite, MS Word 6/7 MS Access Mac interface Netscape Communicator |
| 01/1997 05/1997 | Rental Technologies International (now Car Pro Systems) <i>Car rental management software</i> | P.A. to M.D. <i>On resigning, was offered “Communications Manager”</i> | <ul style="list-style-type: none"> o Designed, wrote copy for website, brochure, CD-ROM o Sourced and supervised external ad consultants o Contributed to database design o Handled English writing and client liaison o Performed admin, reception & secretarial duties | MS Word 6, MS Access, Magic Runtime Netscape Communicator |
| 07/1996 11/1996 | Patra Travel Agency <i>Travel and assistance sales</i> | Secretary to M.D. | <ul style="list-style-type: none"> o Handled all English correspondence and copy writing o Supervised advertisement and brochure design o Translated medical reports from French o Revised and renewed entire office filing system | Einstein MS Word 6 |
| 10/1995 06/1996 | Aliyah to Israel <i>Relocation activities</i> | Olah Hadashah | <ul style="list-style-type: none"> o Managed South Africa-Israel relocation issues o Studied Hebrew and technical writing (English) | WordPerfect 5.1 MS Word 6 |

WORK EXPERIENCE

| DATES | COMPANY/ BUSINESS TYPE | POSITION | RESPONSIBILITIES AND ACHIEVEMENTS | IT SKILLS |
|--------------------------------|---|--|---|--|
| SOUTH AFRICA | | | | |
| 07/1995 09/1995 | Wright Communications <i>Public Relations</i> | P.A. to M.D. | <ul style="list-style-type: none"> o Wrote and edited articles, press releases, abstracts o Performed admin, reception and secretarial duties o Supervised new office and systems set-up | Q & A WordPerfect 5.1 |
| 01/1995 2/1995 | 1 UNISA Theology Department 2 Tia Azulay <i>Writing; Training</i> | 1 Researcher 2 Facilitator | <ul style="list-style-type: none"> o Wrote and edited academic journal abstracts o Designed and led Personal Development seminars o Developed own art and sold several paintings | WordPerfect 5.1 |
| 01/1992 12/1994 | Homefinder Consultants <i>Property sales</i> | Sales Manager; Estate Agent | <ul style="list-style-type: none"> o Designed ads and implemented marketing strategy o Performed tele-canvassing and on-site client liaison o Supervised and supported sales staff o Performed sales admin and management reports o Negotiated and closed sales o Sold several sectional title apartments o Sold 60 cottages in an upmarket retirement village | Maximizer Contact Management WordPerfect 5.1 |
| 12/1986 12/1989 | Anglo American Corporation Transport Department <i>Administered self-insurance fund for 1000 vehicles</i> | Vehicle Claims Officer | <ul style="list-style-type: none"> o Developed systems and procedures for new post o Assessed accident and theft losses o Interviewed drivers to determine recovery prospects o Liaised with lawyers, insurers and tracing agents o Researched and presented reports to management o Wrote educational articles for driver awareness o Reduced average loss recovery time from two years to three months | D-Base III |
| 07/1986 11/1986 | Motor Claims Bureau <i>Loss assessment and recovery</i> | Insurance Claims Technician | <ul style="list-style-type: none"> o Wrote accident reports o Handled administration of claims o Achieved recoveries from third parties o Promoted to Anglo American Corp. on-site liaison | WordPerfect 5.1 |
| PART-TIME AND VOLUNTARY | | | | |
| 01/2011 sPresent | UK <i>Event Management and Promotion</i> | Social Media Manager | <ul style="list-style-type: none"> o Instituted and managed social media campaign o Wrote and edited blog posts o Ran social media training workshops o Managed and assisted with poetry events o Wrote specification for new website | WordPress Facebook Twitter LinkedIn |
| 01/1990 12/1991 | UK, Israel, Switzerland <i>Travel; Philosophy; Poetry</i> | 1 P.A. to M.D 2 Labourer 3 Assistant | <ul style="list-style-type: none"> o Helped set-up import/ export agency in UK o Tended fruit and flowers on Sde Nitzan Moshav, Israel o Provided gardening and childminding services during theology and philosophy studies at L'Abri, Switzerland | Q & A |
| 01/1987 12/1988 | Johweto Kehillah, South Africa <i>Multiracial community</i> | Labour Coordinator Voluntary | <ul style="list-style-type: none"> o Coordinated members' labour for kibbutz project o Facilitated cell meetings in Jo'burg and Soweto o Compiled and wrote CVs for unemployed members | WordPerfect |
| 01/1982 06/1986 | Various, South Africa <i>Sales</i> | Sales Rep; Estate Agent <i>During BA study</i> | <ul style="list-style-type: none"> o Promoted computerised Follow-Up Reminder Service to Estate Agents o Sold timesharing and property o Sold kitchen equipment at trade shows o Sold health products via direct marketing o Wrote promotional articles for trade magazines | FURS |