

MELANIE HARVARD

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MY KEY COMPETENCIES:

TARGET MARKET RESEARCH/KEYWORD RESEARCH

SEO-ALIGNED COPYWRITING

EDITING DEVELOPMENTAL, LINE, AND COPY

PROOFREADING

COPYWRITING – BLOGS, ADVERTORIALS, ETC

GHOST-WRITING

RESEARCH

QUALITY MANAGEMENT SYSTEMS (NQF – RSA & UK NVQs)

TRAINING MATERIALS DEVELOPMENT

TEAM LEADERSHIP, MANAGEMENT AND MOTIVATION

WORKPLACE PERFORMANCE COACHING& MENTORING

PERSONAL DEVELOPMENT COACHING

LEARNERSHIP SUPPORT FOR LEARNERS AND MENTORS TO INCREASE PERFORMANCE, EMPLOYABILITY AND RETENTION

MOTIVATIONAL SPEAKER

TRAINING FACILITATION AND DEVELOPMENT OF TRAINING MATERIALS

ASSESSMENT

MAIN STRENGTHS:

WORDSMITH – SIMPLY REALLY GOOD AT IT – ASK TO SEE SOME OF MY WORK.

COPYWRITING

AVERAGE 1500 WORDS PER HOUR – FICTION – INCLUDING RESEARCH AND BASIC EDITING

AVERAGE 2000 WORDS PER HOUR – NON-FICTION– INCLUDING RESEARCH AND BASIC EDITING

PROFICIENCY IN FICTION AND NON-FICTION

EDITING

AVERAGE 40 000 WORDS EDITED PER DAY MINIMUM – TIMEFRAMES NEGOTIATED

SELF-MOTIVATED AND DEADLINE-DRIVEN

DEVELOPMENTAL, LINE EDIT AND PROOF-READ AS A PACKAGE DEAL

ABLE TO EDIT WITH A LIGHT TOUCH – I.E. NOT INTERFERE WITH STYLE, VOICE, OR INTENTION OF THE WRITER

CREATIVE AND INSPIRED

VERBAL/PUBLIC SPEAKING

AGILE AND SYSTEMS THINKER

INFJ (MYERS BRIGGS)

INTUITIVE

INSPIRATIONAL LEADERSHIP

MATURE MANAGEMENT SKILLS

HELPING OTHERS FIND AND MAXIMISE THEIR STRENGTHS

CREATING PARADIGM SHIFTS AND AWARENESS

SUPPORTING LEARNING TRANSFER THROUGH COACHING BACK-ON-THE-JOB

PROFESSIONAL EXPERIENCE:

November 2019 - current	Harvard Ink	Owner/freelancer
<p>Job Focus:</p> <ul style="list-style-type: none"> • Ghost-writing non-fiction and fiction books. • SEO and marketing/ad copywriting • Book outlining and research. • Book marketing and pre-publishing services • Book publishing and writer coaching • Book cover design and interior formatting • Editing and proofing. • Grow and sustain the business. • Build the brand on all platforms. <p>Key successes: Over four years with The Urban Writers (Canada) as a valued part of their ghost-writing team. Over two years with Publishing Services (Australia) as a book researcher and outliner. Established retainers with clients such as Angor Property Managers Successful jobs completed on Guru.com and privately. Over 100 books written (from 10 000 to 60 000 words in length). Several clients' books successfully launched and published via various platforms – eg Amazon, Apple iBooks, Takealot.</p>		

FEBRUARY 2007 - CURRENT	THE UNCOMMON COACH	owner
<p>Job Focus:</p> <ul style="list-style-type: none"> • Help people create better, happier more fulfilled lives at work and home through a powerful and practical coaching process. • Grow and sustain the business. • Build the brand on all platforms. <p>Key successes: Growing the business while sustaining another full-time job (until 2019). Make a positive difference to individuals and society – one person at a time. Doing what I love.</p>		

APRIL 1999 – OCTOBER 2019	NQ PLUS NETWORKS (PTY) LTD	DIRECTOR/CEO
<p>Job Focus:</p> <ul style="list-style-type: none"> • Management of company and staff – in all aspects • strategic growth of company from start-up phase • development, production, and sales of NQF tools (CDs, wallcharts; pocket guides, booklets, overhead slides) • Research; marketing; consulting to a wide variety of clients in corporate/manufacturing and training provision in terms of Quality Management Systems, accreditation, skills planning and course alignment. • Assessment and Moderation for all Dyna learners • Certification and Audits/Exit Moderations • Seta liaison, updates, research, uploads, troubleshooting • Accrediting and maintaining compliance with accreditation requirements – Dyna Training Group • Client management • Quality management for Dyna Group • Learner Management <p>Key successes:</p> <ul style="list-style-type: none"> • strategic growth of company from start-up phase to 2018 • supporting Dyna Training to grow, remain accredited until sale in 2018 • Sale of company to listed owners in 2018 <p>Reason for leaving: 23 years in quality and compliance was enough – I have better things to do.</p>		

NOVEMBER 1997 – MARCH 1999	DYNA TRAINING	TRAINING ADMINISTRATOR
<p>Job Focus:</p> <ul style="list-style-type: none"> • Training Course Co-ordination. • General office administration. • NQF research; accreditation with training boards. 		

- Development of NQF basic understanding material for clients

Key successes:

Developing NQF Basics CDs, Wallcharts, and other tools
Accrediting Dyna Training

Reason for leaving:

Transferred into NQ Plus to continue NQF work – as part of the Dyna group

NOVEMBER 1993 – OCTOBER 1997	REPUBLICAN PRESS	SUB-EDITOR/FEATURES WRITER
<p>Job Focus:</p> <ul style="list-style-type: none"> • Research and reviews • Travel journalism • proof-reading and editing copy • writing feature articles • DTP • Contributing to the regular section of the magazine <p>Key successes: Many fantastic articles published Re-Opened Living & Loving offices in Cape Town</p> <p>Reason for leaving: The pay was abysmal at 2k a month and the hours were crazy.</p>		

EDUCATION

- BA (Psych, Ind Psych, Drama) 1994
- ICF-accredited Coaching Diploma 2007
- ETDP Certified Assessor and Moderator 2003
- Time Management (2016)
- Hypnotherapy (2019)
- Stellenbosch Business Unit – MDP (management development programme) Certificate level 6 - 2014
- Level 5 Management Skills Programme – Dyna Training

OTHER QUALIFICATIONS

Advanced computer literacy: *MS Office Suite, Windows.*

REFERENCES

Contact details will be supplied on request for referees as follows:

- Margaret Morgan (retired, ex-director DYNA)
- Warwick du Preez (Workforce Liaison)
- Thomas Tschofen (Gauteng office DYNA)
- The Urban Writers - Ella Kruger /Akhil Kumar / Aimee Verster
- Further references may be obtained from the testimonial section on <https://www.facebook.com/harvardink/reviews>