

CURRICULUM VITAE



Lucinda Hooley

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South Africa

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www.thelanguagelaundry.co.za

Services

- Strategic corporate and employer brand storytelling
- Conceptual content development
- Short-form copy writing and editing
- Long-form copy and structural editing
- Visual content creation

Media

Integrated communications – employee engagement, stakeholder relations and below-the-line marketing:

- Video, radio and event scripts
- Websites
- Corporate profiles and annual reports
- Policies, brochures, infographics & process models
- Newsletters, mailers, posters (print and digital)
- Activations
- Executive PowerPoint presentations
- Press releases and social media (LinkedIn)

Strategic themes

- Brand: Vision, purpose, values, strategic priorities, operating model and role clarity
- ESG Sustainability
- Transformation, Diversity, Equity & Inclusion
- Risk & Compliance
- Procurement
- Customer Centricity
- Innovation
- Employee Value Proposition (EVP)
- Induction & Onboarding
- Remuneration, Incentives & Benefits
- Recognition
- Performance Management, Training & Development
- Wellness, Health & Safety

Current/recent clients

- Dimension Data (Standard Bank SA RFP June 2023)
- EngageMe (for APICORP, AD Ports Group, Dubai Airports, Majid Al Futtaim, Miral Group)
- Digicall Group
- Vukile Property Fund
- Blue Moon Corporate Communications (for Redefine Properties, Telkom, Standard Bank Group, Sasol Technology, Absa, Acsa, Edcon)
- True North Events (for Anglo American)
- The Principality (for Mettus, Access Bank, Cinque)
- Freshly Minced (for Momentum, MultiChoice)
- Pump Advertising/DMCB (for CCD Couriers, CET Fund, Hive, Tukio)
- The Squad (for KFC, ALPLA, Adcock Ingram)
- Moo Digital (for 1Life)
- Mela Agency (for Samsung, Standard Bank Group)
- Pinkgreen (for EuroCapital)

Qualifications

- Bachelor of Arts (UCT) English and Drama majors with distinctions (1993)
- Performer's Diploma in Speech and Drama (UCT Drama School) with highest distinction (1993)
- T.E.F.L Certificate: London School of English Language Teaching (1995)

Awards

- Anglo American English Olympiad (1987): Top 100 Candidates
- Pinelands High School Headmaster's Award (1988): Best all-round student
- IM Sacks/Syffrets Award (1988): Top student – Western Cape final matriculation examinations (English Language and Literature)
- Ruth Pfeffers Award (1993): Highest achievement in Drama and Acting at UCT
- FNB/Vita Award (1995): Best performance by an actress in a leading role (*Oleanna* by David Mamet)
- FNB/Vita Award (1998): Best performance by an actress in a supporting role (*Popcorn* by Ben Elton)

References

- Sarah Gill – SG Creative Content Solutions: sarahcatherinegill@gmail.com
- Marijke Coetzee – Vukile: Marijke.Coetzee@vukile.co.za