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CAPE TOWN

RUAN SCOTT.
Writer / Content Creator
www.ruanscott.wordpress.com

A degree in Media Studies and over 6 years of industry experience along with a relentless passion for original content creation and compelling writing has led to over 90 published articles in various online and print publications. Covering a wide spectrum of subjects, my writing is sharp, innovative and captivating. I'm just as comfortable working within a team as I am working on my own. Attention to detail and timeliness are the cornerstones of my work ethic. I'm pro-active with a neverending curiosity which I apply to all areas of my career and life. My consistent research has allowed me to develop quick learning and I'm able to master new software with ease. My ability to adapt my writing style (Afrikaans or English) to suit any brief is what makes me a valuable asset in any media-rich environment and I look forward to creating fantastic content with you.

EDUCATION

BA Media Studies (University of the Free State) - 2008
Senior Certificate (Jim Fouché High School) - 2005

EXPERIENCE

FREELANCE FEATURES WRITER // THE LAKE MAGAZINE // JANUARY 2015 - PRESENT

Generated numerous article ideas and editorial concepts to present to editors.

Researched stories, conducted interviews and compiled relevant facts.

Researched factual accuracy of information and proofread articles.

Wrote numerous articles on lifestyle, events, artist profiles, music and trends.

Edited and refined articles according to editorial feedback.

Attended brainstorming sessions and conceptualized with the editorial team.

FREELANCE FEATURES WRITER // VARIOUS PUBLICATIONS // DECEMBER 2008 - JANUARY 2015

I've generated strong and original content for the following online and print publications:

watkykjy.com

Session Magazine

hotelmag.co.za

Mudl Magazine

mahala.co.za

Departure Quarterly

rockoutradio.com

K'Rant (Community Newspaper)

JOURNALIST // VOLKSBLAD 20+ // JANUARY 2010 - DECEMBER 2011

Pitched, researched and wrote numerous articles for Volksblad's sister publication aimed at 20-somethings in the Free State and Northern Cape.

Strived for compelling, factually correct and engaging content of the highest quality.
Attended editorial meetings and brainstorming sessions.
Proofread and sub-edited articles and approved for printing.

CONTENT CREATOR // VARIOUS SOCIAL MEDIA // 2010 - 2015

I've created relevant social media content (Facebook, Twitter, Google +) for the following brands:

skateforchange.org deluxecoffeeworks.co.za
complexchoas.com (OB)scene Festival

For these brands I originated engaging social media write-ups and posts and generated social media schedules. I managed all audience engagement and feedback.

FOUNDER & DIRECTOR // (OB)SCENEFEST // JANUARY 2006 - DECEMBER 2008

Founded and acted as editor of (OB)scene - a monthly music zine distributed in Bloemfontein. As part of the marketing strategy, I started an annual rock festival to promote the zine and set a platform for upcoming musicians as well as established bands. Managed all artist bookings, stage logistics, transport, ticketing and PR for the event. Acquired sponsorships from various local businesses and large brands like Monster.

PROFESSIONAL SKILLS

OFFICE SUITE ● ● ● ●

WORDPRESS ● ● ● ●

BLOGGER ● ● ● ●

SOCIAL MEDIA ● ● ● ● ●

FADE IN PRO ● ● ● ● ●

GIMP ● ● ● ● ●

INTERESTING SKILLS

- Worked and trained as a barista and coffee roaster.
- I'm an avid screenprinter and worked from my personal workshop in Woodstock, supplying companies and individuals with quality print work.
- I've MC'ed at numerous events (mainly music festivals) and extreme sports competitions.
- I've recently started to delve into the world of screenwriting.

REFERENCES

Stefan Naude: // Editor at The Lake Magazine // 084 046 5226

Brendan Body // Editor at Session Skateboarding Magazine // 082 714 8670