

Louise Jean Keuler

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PROFILE

Honours graduate with experience in English, publishing, education and financial services. Has worked as an academic editor, financial services language specialist and assistant publisher. Aiming to gain clients and contacts for my freelance editing business.

EXPERIENCE

Freelance Editor

Strikethrough Professional
Editing & Language Services |
Centurion
2014–Present

Key responsibilities:

- Edit postgraduate academic documents to standard expected of universities.
- Edit other documents as required by clients.
- Applying various university-level editing style guides (especially, referencing styles).

Key achievements or projects:

- Owner of part-time business
- Southern African Freelancers Association (SAFREA) member
- Edited various masters and doctorate theses

Contractual Editor

CACTUS Communications |
Centurion
2021–Present

Key responsibilities:

- Edit postgraduate academic documents to standard expected of universities.
- Edit other documents as required by clients.
- Applying various university-level editing style guides (especially, referencing styles).
- Working with Assistive Editing (machine learning) tools when editing.
- Working closely with important client segment (Simplified Chinese and Korean to English Translation)

Key achievements:

- Achieved Expert Editor status within six months.

Editorial Assistant: Intern

Van Schaik Publishers | Pretoria
2020–February 2021

Key responsibilities:

- Prepare manuscripts for the editorial coordinators according to prescribed standards (i.e. the way in which manuscripts have to be formatted), including supplying all information necessary for the continuation of the project (e.g. page extent, number of illustrations, etc.).
- Ensure that work is done according to the instructions given by the editorial coordinators.
- Ensure that work is done according to the deadlines set by the editorial coordinators.
- Assist with the preparation of graphic material in manuscripts (e.g. prepare detailed lists, etc.).
- Type, edit and proofread indexes.
- Administer copyright applications for Van Schaik projects in consultation with the editorial coordinators:
 - Create detailed lists in MS Excel of different elements in manuscripts for the purpose of keeping track of copyright permissions.
 - Send permission application letters to copyright holders, follow up and give feedback to the editorial coordinators.
 - Maintain an accurate filing system for all copyright applications.
- Liaise with publishers regarding material in manuscripts requiring copyright permission.
- Maintain a record of publishers'/institutions' details for the purpose of applying for copyright permission.
- Report any progress/developments on projects to the editorial coordinators on a regular basis.
- Attend regular production meetings.
- Write weekly reports.
- Handle copyright permission applications for Van Schaik material (respond to requests within a reasonable time; determine copyright fees; see to it that an invoice is sent out).

Assistant Publisher: Fiction

LAPA Publishers | Pretoria
2019–2020

Key responsibilities:

- Support fiction department with production-related tasks and daily administrative duties (recruiting and evaluating unsolicited manuscripts).
- Management and marketing of social media platforms.
- Assist with client and service enquiries and queries.

Key achievements or projects:

- Managing the subscription romance service, RomanzaKlub.
- Ad hoc annual tasks such as entering authors for literary awards and managing special projects.

Copywriter and Language Specialist

Momentum | Centurion
2013–2019

Key responsibilities:

- In-house proofreader, formatter, copy-editor, editor, translator (English and Afrikaans) and copywriter.
- Producing and distributing marketing materials (financial planner profiles and websites, brochures, banners, etc.).
- Editing for social media.
- Copywriting and translating (Afrikaans ↔ English) of internal and external communications.
- Proofreading, copy-editing, editing and layout design of itineraries, menus and welcome letters of national and international conference and incentive trips.

Key achievements or projects:

- *Momentarily* Magazine (Financial adviser publication): Editor, Managing Editor and Editorial Board Member
- *Jump* Magazine (Momentum Health member publication): Publication Manager and Editorial Board Member

Technical Lead Editor

The IIE | Sandton
2013

Key responsibilities, achievements and projects:

- Template and training material design as well as referencing issues.
- Training of new and existing editors.
- *ADvTALK* magazine: Editorial panellist
- Editing of subject- and brand-specific documents: Vega and The Design School of Southern Africa (DSSA).

Copy Editor

The IIE | Sandton
2011–2013

Key responsibilities, achievements and projects

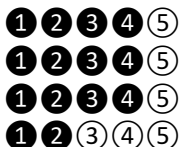
- Formatting, language and layout care of academic documents.
- Designing and correcting new and existing template and style guide materials.
- Managing all Vega and Design School of Southern Africa (DSSA) materials.

EDUCATION

- **BIS (Hons) Publishing**, University of Pretoria (UP), 2019–2020
- **BA (Hons) English**, University of Pretoria (UP), 2010
- **BA Languages (Specialisation in English Studies)**, University of Pretoria (UP), 2007–2009
- **Post-Graduate Certificate in Education (PGCE): Senior Phase and FET**, University of Pretoria (UP), 2011

SKILLS**PROFESSIONAL**

- Microsoft® Word® 365
- Microsoft® PowerPoint® 365
- Microsoft® Outlook® 365
- Microsoft® Excel® 365

**PERSONAL**

- Editing copy-editing and proofreading
- Administrative
- Hardworking
- Tenacious

REFERENCES

Lee-Ann Lamb, Editorial Coordinator, Van Schaik Publishers, Lee-Ann.Lamb@vanschaiknet.com, 072 248 7820

Elane Human, Senior Copywriter and PR Specialist, Momentum, Elane.Human@momentum.co.za, 087 742 9636 / 083 462 6226