



# Curriculum Vitae

Stefanus C. Ferreira

## Profile

I am a seasoned, qualified language and communication professional with many years of experience in different parts of the world, e.g. Europe (particularly France and Switzerland), West Africa (Côte d'Ivoire, Togo and Democratic Republic of the Congo), South-East Africa (Malawi and Mozambique), the Middle East (Saudi Arabia, Bahrain, and United Arab Emirates), and South Africa.

I have a wide range of skills related to the language and communication industry, with particular proficiency in copywriting, copy-editing, translation, proofreading, website content development, corporate communication publications, and PowerPoint presentations.

I hold a master's degree (cum laude) in Applied Linguistics from the University of Johannesburg, and I have received several awards for academic achievement and practical translation. I lectured part-time at the University of Johannesburg to postgraduate students in the Department of Applied Linguistics and Literary Science. I am fluent in Afrikaans and English, reasonably fluent in French, and I have a good working knowledge of German, Sesotho, and Dutch.

I am very meticulous and precise, and always deliver work of high quality at quick turnaround times.

## Personal details

Name	Stefanus C. Ferreira
Nickname	Stef
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## Present occupation

Since July 2015: Freelance Language and Communication Practitioner,  
trading as Magic Camel Communications

## Language proficiency

- Fully bilingual in English and Afrikaans
- Reasonably fluent in French – speaking, reading, writing
- Working knowledge of German, Dutch and Sesotho
- Completed basic courses in Spanish, Portuguese and Swedish (reading and translation ability)
- Beginner’s course in Arabic

## Academic qualifications

<b>The TEFL Academy, Dublin, Ireland</b>	
2020	Level 5 Course in Teaching English as a Foreign Language (TEFL)
<b>University of Johannesburg, South Africa</b>	
2001	Master of Arts in Applied Linguistics and Literary Science (cum laude) – <i>A functional model for cultural context adaptation in literary translation</i>
1998	Bachelor of Arts (Honours) in Applied Linguistics and Literary Science (cum laude)
<b>University of the Free State, Bloemfontein, South Africa</b>	
1969	Bachelor of Arts (majors Political Science and English, with distinction)
1971	Bachelor of Arts (Honours) in English

## Language editing, copywriting, and coaching experience

Edited and translated numerous corporate publications for JSE listed companies – annual reports, brochures, financial reporting

As corporate communication consultant for Marafiq Power and Water Utility Company, inter alia:

- Editor of monthly employee newsletter, *Marafiq World*, for twelve years
- Copywriting, editing and proofreading Marafiq corporate brochure
- Copywriting, editing and proofreading Marafiq 10th anniversary publication

Editing and translating University of Pretoria Annual Review

Copywriting University of Pretoria Research Review

Drafting University of Pretoria Internal Communication Strategy

Editing GreenCape Annual Report and Market Intelligence Reports  
Copywriting corporate brochure for Evaco Group, Mauritius

Editing Afrikaans language children's literature (Lapa Publishers):

- *Cowboy Koekemoer van die Klein Karoo en sy getroue kameelperd Shorty*
- *Cowboy Koekemoer en die Seerower van Watsenaam*
- *Cowboy Koekemoer en die Petrolpadda*
- *Cowboy Koekemoer en die Soutwatergogga*
- *Cowboy Koekemoer en die Skobbejakkals*

Editing numerous academic manuscripts – master's dissertations, doctoral theses, articles, and essays for academic journals.

## **Computer literacy**

- Complete Microsoft 365 package
- Particular proficiency in PowerPoint presentations – content research, conceptualisation, copywriting, visual layout and design, proofreading
- Adobe Acrobat

## **Career highlights, professional relations, and training**

- Military conscription and training, Army Gymnasium, Pretoria (1966)
- French language courses at l'Alliance Française, Boulevard Raspail, Paris, France (1979)
- Member of diplomatic corps (Political Section), South African Embassy, Quai d'Orsay, Paris, France (1978 – 1982)
- Member of diplomatic corps (Political Section), South African Permanent Mission to the United Nations, Geneva, Switzerland (1988 – 1991)
- South African Consul for French-speaking cantons of Switzerland (1988 – 1991)
- Accredited to South African Embassy, Berne, Switzerland (1988 – 1991)
- Attended various courses in Germany and France presented by German and French Foreign Services (1983 – 1993)
- Adviser and instructor for management and staff of the Presidential Administration, Republic of Togo, West Africa (1982 – 1986)
- University of Johannesburg Top Achiever's Award for Practical Translation (1996)
- SA Terminology Association's awards for Media and Financial Translation (1997)
- University of Johannesburg Merit Scholarships (annually from 1997 – 2002)
- University of Johannesburg academic colours (1997)
- SA Terminology Association's Award for Legal Translation (1998)

- University of Johannesburg Chancellor's Medal for best master's study in the Faculty of Arts (2001)
- Member of International Advisory Committee to Apex FZ-LLC Dubai

## **Professional membership**

- South African Translators' Institute
- Prolingua
- Professional Editors' Guild

## **Career track record**

August 2015 – present **Co-presenter of Academic and Quantitative Literacy workshops for prospective university students in collaboration with LCaT (Language Courses and Tests)**

July 2003 – June 2015 **Corporate Communication Consultant, Marafiq Power and Water Utility Company for Jubail and Yanbu, Saudi Arabia**

Planning, establishing, implementing, and directing the corporate communication department; overseeing and/or performing, inter alia, the following main functions:

- Plan and implement a range of corporate communication strategies, policies, and procedures, e.g. media communication, crisis communication, employee communication, internet and intranet management and control procedures
- Plan and implement a corporate identity and corporate image development programme; produce and publish the company's Corporate Identity Manual
- Promote company-wide awareness of communication programmes and their benefits
- Implement editorial policies for formal company publications
- Run effective media advertising and general publicity projects
- Develop and maintain sound professional relations with key national media institutions and personalities
- Develop and maintain sound business relations with publishing, printing and advertising agencies
- Establish and run crisis communication centres in conjunction with other departments
- Produce corporate presentation material such as videos, CDs and PowerPoint slides
- Develop, design, edit, launch, expand and maintain the company's internet website
- Manage, edit and produce a monthly house journal and other internal publications
- Develop, edit, launch, and maintain an intranet website in conjunction with the IT Department

- Establish and maintain effective employer-employee communication tools and mechanisms
- Provide copywriting, editing, translation and proofreading services for departmental and corporate publications
- Provide support services for the production of publications by other departments, e.g. Industrial Security Department
- Mentor and coach Public Relations and Communication staff
- Arrange and coordinate company participation in exhibitions, conferences, seminars and other public forums and special events
- Develop and implement official protocol procedures
- Develop and maintain an efficient research library (knowledge management) for specialised corporate communication and general company use
- Provide layout, typesetting and design services for company publications, especially posters, pamphlets, leaflets, and newsletters

2002 – June 2003 **General Manager, Dilicom Language and Communication CC, Pretoria, South Africa**

- Planning and implementing communication strategies for client companies
- Directing and executing specialised language services (copywriting, editing, translation and proofreading) for client companies, notably in the financial and medical fields

1998 – 2002 **Divisional Manager Language Services, Ince (Pty) Limited, Johannesburg**

- Planning, establishing, developing, and managing a new Language Services Department at Ince (Pty) Limited (South Africa's largest financial printing and publishing company)
- Specialising in copywriting, editing, translation and proofreading of corporate financial documentation for client companies listed on the JSE Securities Exchange in Johannesburg, and companies with dual listings on international stock exchanges
- Presenting proofreading classes to Ince Language Services staff

1999 – 2002 **University of Johannesburg**  
Part-time lecturer to post-graduate students in the Department of Applied Linguistics and Literary Science

1995 – 1998 **Communication Consultant, Public Ear Communications, Johannesburg, South Africa**

- Planning and implementing communication strategies for several major industrial development projects of the Industrial Development Corporation of South Africa. These include the Maputo Iron and Steel Project in Mozambique, the Palmag Project at Phalaborwa, and the Indian Ocean Fertilizer Expansion Project at Richards Bay
- Conducting media and publicity programmes
- Facilitating employer-employee communication
- Advising on and assisting with house journal planning and production

1974 – 1995 **Member of the Diplomatic Corps in the South African Foreign Service**  
Experience includes:

- Terms of diplomatic office in France, Switzerland, and Francophone West Africa

- Training and training management
- Liaising with and hosting high-level foreign delegations
- Research and analysis
- Lecturing, advising, and producing manuals on report writing and editing in the Foreign Service
- Administration and office management

1971 – 1974 **Radio journalist with English and Sesotho services of the South African Broadcasting Corporation**

## Publications

Ferreira, S.C., 2000. *Aanpassing van kulturele konteks in literêre vertaling – kan Nils Holgersson se reis verder as Swede strek?* Tydskryf vir Letterkunde, XXXVIII: 3/4. Augustus/November 2000. V&R Drukkery (Edms) Bpk, Pretoria.

Ferreira, Stef, en Weideman, Albert. 2018. *Akademie Geletterdheid*. Geronimo Distribution (Pty) Ltd, Bloemfontein.

## References

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| <p>Prof. Johann Neethling<br/> Emeritus Professor, Faculty of Law<br/> University of the Free State, Bloemfontein<br/> Former member: South African Judicial Services<br/> Commission<br/> Former Dean of the Faculty of Law, Unisa</p> | <p>+27 12 997 1426<br/> neethlingj@ufs.ac.za</p>                           |
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