

Susanna Maria (Su-Mia) Hoffmann

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Additional Information

- Drivers Licence: Code B (08)
- Nationality: South African
- Home Languages: Afrikaans and English
- Own Transport

Objective

I am driven, creative and resourceful with an outgoing personality and exceptional written and verbal communication skills. I love everything books and am an Accredited Text Editor with PEG. I am able to strongly empathise with people and flourish in a diverse environment. Teamwork and building interpersonal relationships have been key components of past work experience.

Freelance work has focused on editing and proofreading for a wide variety of academic purposes and on developing chatbot AI databases. As Managing Publisher, I gained invaluable experience in the book publishing industry. My linguistic, design, people and project management skills developed considerably. As COO I was able to get a broader view of the workings of the organisation as a whole as well as gain knowledge about distribution and the NPO sphere.

Link to my portfolio: <https://drive.google.com/drive/folders/1CUSpOccyMqYaZzDcmRRvm8UP8MZpFfYV?usp=sharing>

Education

MA Linguistics

University of Pretoria

Full dissertation Masters degree specialising in:

- Sociolinguistics
- Pragmatics
- Mixed Method Research

February 2016 — January 2019

Certificate Social Media Marketing

Get Smarter, University of Cape Town

June 2016 — August 2016

BA Honours Afrikaans and Linguistics

University of Pretoria

BA Honours degree with:

January 2015 — November 2015

- Linguistics
- Editing
- Historical Linguistics
- Sociolinguistics
- Semantics
- Afrikaanse Drama
- Research Essay in Sociolinguistics and Pragmatics

BA Languages

University of Pretoria

Completed BA Languages degree with:

- Afrikaans
- Dutch
- English
- French
- Ancient Culture Studies
- Religious Studies

January 2012 — November 2014

Other courses:

- Computer Literacy
- Academic Literacy
- Graphic Communication
- Innovation
- Calculus
- Chemistry
- Physics

Matric

Hoërskool Florida

Completed Matric earning 7 distinctions with:

- Afrikaans Huistaal
- English Home Language
- Maths
- Physical Sciences
- Life Sciences
- Drama
- Alpha Maths
- Life Orientation
- Accounting

January 2006 — November 2010

Work experience

STEPi

April 2022 — October 2022

Chief Operating Officer and Communications Director

STEPi is the literacy programme and publishing house of the US NPO Utopia Foundation. COO responsibilities include:

- Developing and improving processes within the company
- Managing and support of employees
- Liaison with stakeholders
- Liaison with Utopia Board and Executive Director
- Travel throughout Africa to monitor processes on the ground

- Overview of budgets
- Involvement in every step of the book publishing process, in collaboration with Art and Literary Director, including editing, proofing and proofreading
- Presenting of a portion of the Uplift training programme
- Development of materials for use in the field by Community Engagement Coordinators and internally
- Overview of marketing strategy
- Spearheading book retail and distribution partnerships
- Building relationships with partners
- Final check and edit of blogs, newsletters and materials

BK Publishing

October 2020 — April 2022

Managing Publisher

- Coordination and management of Preflight Books Publishing Services and BK Publishing book production
- Coordination of Preflight Books social media, blog and website
- Editing, writing, translation, proofreading and design

Welocalize

October 2021 — May 2022

Senior Linguist

Freelance Senior Linguist working on the development of natural language processing AI chatbots for business, including creating style guides and databases and managing a large team of utterance creators.

BK Publishing

January 2020 — October 2020

Publisher and Linguist

- Project management
- Editing
- Proofreading
- Writing
- Translating
- Layout
- Event participation
- Experience with InDesign and Pastel Accounting

BK Publishing

June 2019 — January 2020

Assistant Publisher and Linguist

Biljet Social Media Management

September 2016 — June 2019

Social Media Manager

- Representation of clients
- Marketing campaigns
- Daily posts
- Basic image editing
- Client inquiries
- Copy editing and copy writing
- Visual and text-based content creation
- Blogs and newsletters
- Experience with Canva, Adobe Photoshop, Wordpress, PicsArt

Triple M Productions

April 2017 — January 2019

Children's Story Writer and Radio Programme Producer

- Writing the weekly children's story called "DIE AVONTURE VAN MANIE MIER", which aired on the national Afrikaans radio station RSG (Podcast available on RSG website)
- Recording and broadcast scheduling

- Liaising with clients, RSG national staff, radio stations and technical personnel
- Compilation of radio scripts and monthly schedules
- Any and all other organisational, administrative and production tasks, including the use of Microsoft Office and FTP software

University of Pretoria

August 2014 — October 2016

Assistant Lecturer

- Planning and presenting classes to students within the Language, Education and Law Faculties. Classes presented include both Language (grammar, phonetics, historical linguistics etc.) and literature (literary theory, poetry, drama, novel-study)
- Marking assignments and tests, focusing on content as well as language assessment
- Teamwork and accessibility were crucial to the role

Freelance

February 2016 — January 2021

Academic Editor

- Editing and proofreading academic essays, papers and dissertations

Qualifications

- Accredited Text Editor (English) Professional Editors' Guild
- CNaVT (Certificaat Nederlands als Vreemde taal) Maatskaplike Certificaat
- Department of Education Innovation Tutor Training Certificate (University of Pretoria)

References

Micaela De Freitas

STEPi Art and Literary Director

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Jessica Colley

BK Publishing Publishing Project Manager

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Beulah Du Preez

Social Media Client

(+27) 82 957 2470

Peter Hayman

Academic Editing Client

(+27) 79 043 8062

peter.hayman9@gmail.com

Flip Loots

Owner Triple M Productions

(+27) 82 572 1618

Prof Nerina Bosman

Study Leader

(+27) 12 420 2335

Achievements

- Golden Key International Honour Society
- Department of Afrikaans award for "Verdienselike bydrae aan Afrikaans" 2018
- NRF full scholarship 2015-2019
- Academic merit award 2015
- Partial scholarship based on academic achievement 2011
- Vividus Ladies Senior Representative Committee 2014/15 and 2015/16
- Academic Top 20 2007-2010
- Senior Verteenwoordigende Leerlingraad (VLR) 2009/10
- Junior Verteenwoordigende Leerlingraad (Junior VLR) 2008-2010
- Culture Girl of The Year 2009 and 2010