



# REJANÉ CLAASEN

Journalist-Turned-Technologist

## CONTACT

✉ hello@rejaneclaasen.com  
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🌐 www.rejaneclaasen.com

## EDUCATION

### CERTIFIED SCRUM MASTER

2019  
Agile Pain Relief  
Toronto, CA

### INTERACTIVE MEDIA MANAGEMENT

2018  
Sheridan College  
Oakville, CA

### BACHELOR OF TECHNOLOGY: JOURNALISM

2002  
Cape Peninsula University of  
Technology  
Cape Town, SA

## TOOLS

Adobe Creative Suite  
Sketch  
InVision

## SOCIAL

 @rejaneclaasen

## ABOUT

Journalist-turned-technologist who thrives in Agile environments that provide a platform for digital experimentation. Specialities: Digital Content Strategy, Research, Writing and Editing.

## CORE COMPETENCIES

Podcast Production	User Interface Design
Video Production	HTML5
Copy Writing and Editing	CSS
Photography	JavaScript
Graphic Design	Ethnographic Research
Social Media Management	Qualitative Research

## AWARDS

### NEXT GEN DINNER SERIES

Toronto, Canada | 2018

I was 1 of 72 students in Ontario selected to be a part of this exclusive, curated recruitment program that helps expedite the hiring process for innovative businesses in the Tech sector seeking top-of-the-class emerging talent.

### DEMOCRACY & DIVERSITY GRADUATE INSTITUTE (SUMMER SCHOOL)

NYC, New York | 2005

I was one of 40 civic-minded scholars who engaged, through discussion and debate, in a rigorous quest for a deeper and more textured understanding of the challenges to democracy in the contemporary world. At the basis of this fellowship was the conviction that adequate social and human capital is a crucial element in developing a culture of democratic governance.

### INTERNATIONAL JOURNALISTS' PROGRAM (FELLOWSHIP)

Berlin, Germany | 2004

I was one of five journalists who had the opportunity to work in a German newsroom. My final project was a documentary which was broadcast on 121 community radio stations throughout Southern Africa. It explored the complex identity politics of Turkish immigrants in Germany and the challenges that they face integrating into that society.



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## EXPERIENCE

### **FOUNDER/CREATIVE DIRECTOR (DIGITAL)**

**APERSPECTIVE MEDIA INC. | 2008 – 2017**

Aperspective Media Inc. works alongside non-profit, educational and government institutions to produce digital media collateral that explores pressing social issues.

My role was to work alongside clients on creative briefs, prepare design concepts, schedule delivery times, brief and manage freelancers, liaise with them throughout their sprints, meet with clients to present progress, and provide quality control of the final product before handoff.

### **CURRENT AFFAIRS PRODUCER (TV)**

**CNBC Africa | 2007 – 2008**

CNBC Africa is a business news channel which is owned and operated by NBC Universal. CNBC Africa covers business headlines and provides live coverage of African financial markets.

I produced the flagship political economy show 'The Other Dimension'. My duties included research, production and directing the live broadcast each evening. I was also tasked with drafting hard-hitting questions for the show's presenter.

### **CURRENT AFFAIRS PRODUCER (RADIO)**

**South African Broadcasting Corporation | 2005 – 2007**

I produced the A.M. and P.M. drive-time segments on the #1 talk radio station, SAfm. I was part of a team that prided itself on being first: first with the news, the insights the analysis and the debate on current affairs, business and sports news.

My duties included deciding story angles, research, producing audio inserts, lining up relevant newsmakers for live discussion and debate, briefing the presenters and directing the live broadcast. I was also tasked with reviewing all the copy before broadcast.

### **CURRENT AFFAIRS PRODUCER (RADIO)**

**INSTITUTE FOR DEMOCRACY IN AFRICA | 1999 – 2005**

IDASA was a non-profit organization that worked to promote and support sustainable democracies in Africa. It did this by building democratic institutions, educating citizens and advocating social justice.

In addition to producing weekly documentaries on local government issues, I was tasked with strengthening local grassroots community radio stations. I also served as a radio trainer teaching citizen journalism.

### **MEDIA & COMMUNICATIONS INTERN (RADIO)**

**Institute for Justice & Reconciliation | 2000 – 2001**

The Institute for Justice and Reconciliation was self-consciously located in post-TRC (Truth and Reconciliation Commission) South Africa. IJR is committed to using the insights generated through its work in South Africa to engage in dialogue with other African countries undergoing transition.

My duties included conducting interviews with researchers and activists, editing audio, writing scripts and producing radio inserts.



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### NEWS REPORTER & ANCHOR (RADIO)

#### Bush Radio | 2000 – 2001

Bush Radio was one of the first community radio initiatives in South Africa. With a rich history dating back to the early 80's, its key objectives are to inform and educate the poor on issues they have little or no opportunity to learn about.

My internship here gave me a solid understanding of socio-political issues. I also cut my teeth here as a reporter and news reader.

### PRODUCTION ASSISTANT & TALKSHOW HOST (TV)

#### Parliamentary Service Television | 1999 – 2000

Parliamentary Service TV streams the proceeding of the South African Parliament live. It encourages viewer participation in the legislative process. I hosted a phone-in segment called 'Talk to Your Minister', where ordinary citizens were encouraged to pose questions directly to elected officials.

### NEWS REPORTER

#### The Sunday Times | 1999 – 2000

The Sunday Times is the largest weekly newspaper in South Africa. It has a weekly circulation of 450,000 and a weekly readership of 3.7 million. I reported on local stories of gang violence in Cape Town.

## REFERENCES

### AVAILABLE UPON REQUEST