

# Curriculum Vitae of Rejané Claasen

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## Professional Experience

### **APERSPECTIVE MEDIA INC.** - Toronto, Canada

*Aperspective Media is a digital agency producing interactive digital media content for non-profit, educational and government institutions.*

#### **Founder/Creative Director, Digital Media Initiatives**, Jan 2008 to July 2019

I am responsible for crafting our Client's digital communications strategies: establishing and promoting their digital presence; shaping their on-line narrative and creating content experiences that are consistent with their brand philosophy/voice. I write and edit content for various platforms; produce and script podcasts and videos, implement search engine optimization; monitor engagement and analyze data; as well as manage strategic communications initiatives with regional stakeholders. I also develop copy guidelines and processes and monitored compliance with digital accessibility policies (AODA), procedures.

#### **Skills:**

- Web design and development: I code custom interactive websites and mobile apps in HTML, CSS, JavaScript, PHP, and SQL. I also have extensive knowledge of WordPress.
- Web Analytics and Search Engine Optimization.
- I write clear, persuasive copy.
- I shoot, script, edit, and produce videos.
- I capture interviews, create branded music, research, write copy, edit, and produce digital collateral.
- Photography and editing with Adobe Photoshop and Adobe Lightroom.

#### **Major Accomplishments:**

- Managed a team of freelancers in different time zones to deliver branded content for NGO's like Agenda Feminist Media ([www.agenda.org.za](http://www.agenda.org.za)).
- Developed and implemented search engine optimization (SEO) strategies for Clients. Most notable success: achieving No. 1 result in Google organic search results for a client with a niche audience (researchers, academics, and government officials).
- I grew the site domain of a client from 14 daily visitors to 1 000 regular visitors in 8 days. Digital products that we created for them included a website, multilingual podcasts, social media management, community radio programs, an interactive web documentary, e-newsletters, and marketing analytics (landing page hotspots, unique page views, number of hits on a page, time on site, bounce rate, etc.).
- We used data, research, and a thorough understanding of our target audience to inform compelling stories that prompted audience engagement.
- We signed a multimillion-rand deal with a government financial institution to produce podcasts in English and French. It was broadcast on 121 community radio station throughout Southern Africa.

### **CNBC AFRICA** - Johannesburg, South Africa

*CNBC Africa is a business news channel in the U.S. which is owned and operated by NBC Universal. The network and its international spinoffs – such as CNBC Africa - cover business headlines and provide live coverage of financial markets.*

#### **Current Affairs Producer (TV)**, June 2007 to January 2008

I was responsible for producing the flagship political economy show: *The Other Dimension* hosted by Lerato Mbele. I steered the pre-show briefing session during which our team decided upon the most relevant story angles. I wrote and edited scripts for on-air broadcast; edited and voiced video inserts; monitored International newswires and network feeds, and prioritized story flow based on news headlines and solid news judgment. I liaised with the Executive Producer, studio crew, news anchor, and crew in the field. I briefed the news anchor before the live broadcast; sat in the control room next to the On-Air Director: directing camera angles; signalling when and where video inserts should be played; prompting the Anchor with recent developments and additional questions/comments related to the story.

#### **Major Accomplishments:**

- I grew the audience ratings for a brand new TV show from zero to 12 million households in three months.
- Reached audiences in over 100 countries.
- Strategically placed *The Other Dimension* as the leading source of current affairs news originating from Sub-Saharan Africa.

**SOUTH AFRICAN BROADCASTING CORPORATION** - Johannesburg, South Africa

*The South African Broadcasting Corporation is the public broadcaster in South Africa. It operates 18 radio stations and four television channels in 11 official languages.*

**Current Affairs Producer (Radio)**, June 2005 to June 2007

I produced the A.M. and P.M. drive time shows (with John Perlman, Tshepiso Makwetla and Jeremy Maggs - respectively) for the number one talk radio station in the country, SAfm. I was part of a team that won numerous awards for breaking news and presenting thorough insight analysis and debates. My tasks included managing the newscasts, overseeing both editorial content, and how the report was produced and presented. I led pre- and post-show planning meetings: assigned news stories to producers, decided on story angles, secured and briefed newsmakers for on-air interviews, pre-recorded inserts to make the broadcast more attractive, and liaised with the production team to monitor technical standards.

**Major Accomplishments:**

- I quickly became one of the most sought after producers, with news anchors personally requesting me to produce their shows.
- I improved my organizational and time management skills and became adept at performing under pressure.

**INSTITUTE FOR DEMOCRACY IN SOUTH AFRICA** - Cape Town, South Africa

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

**Radio Documentary Producer**, February 1999 to June 2005

I produced bi-weekly documentaries on local government issues and served as a trainer for grassroots community radio stations. I was responsible for conducting research, gathering in-depth interviews, commentary, and creative sound design. I conducted interviews in local languages and worked with fellow producers/freelancers to translate and voice-over the narratives.

**Major Accomplishments:**

- Reached an audience of over 121 radio stations throughout Southern Africa.
- Trained radio producers in rural areas (south Africa, Namibia and Mozambique).
- Collaborated with GCIS (Government Communication and Information System) and other regional stakeholders.

**P4 RADIO/HEART 104.9FM** - Cape Town, South Africa

*P4 Radio Cape Town/Heart 104.9fm is an independent commercial radio station.*

**Sports Presenter**, March 2001 to December 2002

Monitoring newswires and newsfeeds, writing and editing sports bulletins, conducting and editing pre-recorded interviews with newsmakers, and presenting the sports bulletin live on-air.

**BUSH RADIO** - Cape Town, South Africa

*Bush Radio was one of the first community radio initiatives in South Africa.*

**News Reporter (Internship)**, January 2005 to January 2006

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

**INSTITUTE FOR JUSTICE AND RECONCILIATION** - Cape Town, South Africa

*The Institute for Justice and Reconciliation (IJR) was launched in the aftermath of South Africa's Truth and Reconciliation Commission. The aim was to ensure that lessons learnt from South Africa's transition from apartheid to democracy were taken into account as the nation moved ahead.*

**Media & Communications Intern**, June 2000 to January 2001

Conducting interviews with researchers and activists, editing audio, writing scripts and producing radio inserts.

**PARLIAMENT OF THE REPUBLIC OF SOUTH AFRICA** - Cape Town, South Africa

*Parliamentary Service TV streams the proceeding of the South African Parliament live. It encourages viewer participation in the legislative process.*

**Production Assistant & Talkshow Host**, June 1999 to Nov 1999

I hosted a phone-in segment called 'Talk to Your Minister', where ordinary citizens were encouraged to pose questions directly to elected officials.

**THE SUNDAY TIMES** - Cape Town, South Africa  
*The Sunday Times is the largest weekly newspaper in South Africa.*

**Junior Reporter**, January 1999 to June 1999

During this brief internship, I had the opportunity to collaborate with senior news reporters on investigative journalism stories.

## Education

SHERIDAN COLLEGE - Oakville, Ontario

**Post-Graduate Certificate: Interactive Media Management**, 2018

- Majors: Web development, UX Design, Mobile Web App Development, Interactive Coding, Project Management, Technology Design, After Effects and Video Production

CAPE PENINSULA UNIVERSITY OF TECHNOLOGY - Cape Town, South Africa

**Bachelor of Technology: Journalism**, 1999 to 2002

- Majors: Broadcast Journalism, Print Journalism, Graphic Design, Research Methodology, Media Management and Specialist Reporting.

## Awards

**NEXT GEN DINNER SERIES**, 2018

*Toronto, Canada*

I was 1 of 72 students in Canada 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.

**NEW SCHOOL UNIVERSITY DEMOCRACY & DIVERSITY SUMMER SCHOOL**, 2005

*NYC, New York*

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' FELLOWSHIP PROGRAM**, 2004

*Berlin, Germany*

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 around integration.

## References

Available upon request