

Curriculum Vitae – Darrell Cuthbert

Profile:

- Passionate writer, blogger and reader
- Creative mindset
- Social animal – love meeting and sharing ideas with interesting people
- Good PC and internet skills
- Child of the outdoors - when I'm not working I'm often to be found camping, hiking or just standing outside staring at the sunset

Career Aspirations:

- To indulge my passion for all kinds of writing; practicing, learning new skills and exploring as many genres and styles as I can in the process
- To combine my passion for writing with my knowledge of and experience in the business world and provide a service to businesses needing creatively written content
- To expand my knowledge of social media and their importance as a premier marketing space today and into the future

Goals:

- Continue to establish myself as a leading writer of articles and other online and offline content – being respected for the quality and integrity of my work
- Continue to develop a network of content and business clients with whom I have established mutually beneficial relationships
- Complete and publish my current in-progress novel (currently at second draft stage)
- Complete and publish my second collection of short stories and become recognised as a leading figure in this genre

Contact Details:

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|------------------|--|
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| E-mail | darrellc@wordtiffie.com |
| Location | Durban, South Africa |

Occupation

Freelance Writer – Self Employed

3 December 2009 – Present

- Generating marketing and promotional copy (local & international), directly for clients and through freelance agencies.
- Writing and submitting short fiction to as many markets as possible, online and offline
- Assisting others (including a local writers group) prepare work for self-publication; manuscript formatting, cover design, liaise with POD publisher and other parties, set up social media presence etc.
- Business writing – providing a service for smaller businesses that do not have writing skills as a core competency (e.g. smaller, more technically focused businesses with no in-house marketing / PR people).
- Specialized service for small to medium sized local businesses with little or no internet presence
 - Website registration & assistance with setup
 - Write all site copy, based on information supplied by client
 - Generate weekly blog content & post to social media (Facebook / Twitter etc.)
 - Assist with setting up social media accounts, growing following and managing interactions

Corporate Career History

Defective Returns Manager – LG Electronics South Africa

1 December 2008 – 2 December 2009

Responsibilities:

In my role as head of the returns department at LG Electronics SA I was responsible for the overall defective returns process - from customer claim, through the reverse logistics chain until resale of sub-grade goods. Volume handled was approximately 3,000 units per month. Key areas of responsibility included:

- Overseeing the Return for Credit team (1 supervisor & 5 claims clerks). This team was responsible for capturing & initiating credit claims received from customers by fax, email etc. as well as handling the admin component of all subsequent processes
- Overseeing the collection of all claimed units from customer premises & return to LG warehouses in JHB, CPT & DBN (operational issues handled by a co-ordinator who reported directly to me)
- Directly managing LG Defective Return Warehouse (10 warehouse staff) in JHB & supporting the CPT & DBN warehouses. Warehouses were responsible for receiving & inspection of returns &, after credit is passed, dispatch of products to seconds dealers
- Analysis of units being returned by model / store etc to ensure unnecessary claims & returns are kept to a minimum
- KPI management & reporting results to top management

Parts Manager – LG Electronics South Africa

1 August 2005 to 30 November 2008

Responsibilities:

In my role as head of LG Parts Department I was responsible for the purchasing, importation, storage & distribution of all spare parts for all LG products in Southern Africa. Key areas of responsibility included:

- Predicting demand for spare parts for all consumer products supplied by LG Electronics S.A.
- Setting minimum, maximum & re-order levels for spare parts
- Maintaining adequate stock levels to ensure immediate fill rate targets are kept.
- Ordering of spares from Overseas Branches and local suppliers
- Reconciling arrivals against orders and inspecting goods for suitability
- Overseeing of binning, storage and dispatch of spares
- Ensuring that repairs awaiting spares and back-orders are kept to a minimum
- Managing a staff complement of 8 permanent & 7 temporary workers (including 1 supervisor)
- Controlling the distribution of spares to local branches & service agents, as well as agents in Namibia, Zambia, Botswana, & Swaziland
- Overall control of LG Parts Inventory
- Preparing management reports on departmental performance / KPI's

The Soundlab (Pty) Ltd (Custom Electronics Importer / Distributor):

15 April 2004 to 31 July 2005

Administration Controller – Responsible for all support services including:

- Invoicing
- Deliveries
- Warehouse / Stock Control
- Building & Vehicle Maintenance
- Supervised Service & Parts Function

Sony South Africa

1 December 1998 to 31 July 2003

- 1 December 1998 - 31 October 1999 : Branch Spares Controller (Durban)
- 1 November 1999 - 31 March 2000 : Deputy Manager, Parts (JHB Based)
- 1 April 2000 - 31 July 2003 : Parts Manager
- Retrenched at the end of July 2003 Due to outsourcing of spare parts function.

Samsung Electronics South Africa

1 January 1993 to 30 November 1998

- January 1993 - July 1994 : Customer Service Co-Ordinator.
- August 1994 - November 1995 : Acting Service Manager.
- December 1995 - April 1998 : Service Manager - Gauteng.
- May 1998 - November 1998 : Assistant Manager – Spares Dept.

South African Meat Board

1 July 1990 to 31 December 1992

- July 1990 - March 1992 - Abattoir Official.
- April 1992 - December 1992 – Hides & Skins Grader

MILITARY SERVICE:

- National Service 1988 - 1989 (Provost School - Voortrekkerhoogte)
- 5 camps completed thereafter

EDUCATION:

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| Queensburgh Boys High School | 1983 – 1987 | (Natal Senior Certificate / Matric) |
| Northdene Primary School | 1981-1982 | |
| Sarnia Primary School | 1975-1980 | |