

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. During all my time in the consumer electronics industry I wrote part-time. Writing full time & drawing on my experience is the natural next step for me
- To expand my knowledge of social media and their importance as a premier marketing space today and into the future

Contact Details:

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Websites	www.darrellcuthbert.com www.wordtiffie.com
Location	Queensburgh (Durban)

Current Occupation - Freelance Writer

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 prepare work for self-publication; manuscript formatting, cover design, liaise with POD publisher and other parties, ebook and Amazon Kindle conversions, 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 mostly)
 - Assist with setting up social media accounts, growing following and managing interactions

Corporate Career History

LG Electronics South Africa

- ❑ Defective Returns Manager 1 December 2008 to 2 December 2009
- ❑ Parts Manager 1 August 2005 to 30 November 2008

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

- ❑ Administration Controller 15 April 2004 to 31 July 2005

Sony South Africa

- ❑ Parts Manager 1 April 2000 - 31 July 2003*
- ❑ Deputy Manager, Parts (JHB) 1 November 1999 to 31 March 2000
- ❑ Branch Spares Controller (DBN) 1 December 1998 to 31 October 1999 :

Samsung Electronics South Africa

- ❑ Assistant Parts Manager (National) May 1998 to November 1998
- ❑ Service Manager - Gauteng December 1995 to April 1998 :
- ❑ Acting Service Manager August 1994 to November 199
- ❑ Customer Service Co-Ordinator January 1993 to July 1994 :
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South African Meat Board

- ❑ Hides & Skins Grader April 1992 to December 1992
- ❑ Abattoir Official July 1990 to March 1992

Military Service

- ❑ National Service 1988 - 1989 (Military police)
- ❑ 5 camps.

EDUCATION:

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

More detailed CV available on request